E&P

July 26, 1969

Twenty-five cents

Editor & Publisher

NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

OHIO STATE UNIVERSITY LIBRARY

Financial Editor Ed Darby Goes To Great Lengths To Cover A "Local" Story

To West Berlin, Brussels, Hamburg, Frankfurt and Luxembourg, for example. Where he just went to investigate and report in depth how Europe's economy is affecting U.S. business—and the heft of local pay envelopes.

Darby often goes to unusual lengths to get his story. We encourage him. It's part of our obligation to interpret today's complex financial world to our readers. Darby's crisp, commonsense coverage is one reason they call the Chicago Sun-Times "The Bright One."

Sun-Times Financial Editor Edwin Darby was White House correspondent for Time Magazine for seven years. Later he reported economics and issues as chief Midwest correspondent for Time and Fortune before joining the Sun-Times in 1957.

Chicago Sun-Times

Newspaper Division of Field Enterprises, Inc.

SERIAL DIVISION
OHIO STATE UNIVERSITY LIBRARY
1858 NEIL AVE.
COLUMBUS, OH 43210

The Beauty Of Louisville...

Majestic Prince winning the 1969 Kentucky Derby at Churchill Downs

Is Being HERE

A page advertisement in this combination costs the national advertiser 20% less than 8 years ago when Carry Back won The Kentucky Derby.

Equal ROP rates and 6-column format provide the lowest page cost per-1000-circulation in America's top 50 markets!

That makes Louisville the odds-on favorite when you're selecting markets to heavy-up with the unchallenged selling power of daily newspapers.

Talk to Sawyer-Ferguson-Walker about Louisville and newspaper cost efficiency.

LOWEST PAGE CPM IN MAJOR MARKETS

When a kids' camping budget dried up, the Rochester newspapers created a deluge to replenish it

LEND-A-HAND

Hundreds of youngsters in Rochester's urban neighborhoods faced a hot, boring summer. A public budget cut eliminated traditional funds for camping, the escape from the pressures of shabby neighborhoods.

These kids needed to be told about hope, to experience fresh air, to live with success for a while.

So the Gannett Rochester Newspapers' Lend-A-Hand Fund, a fund for one-time emergency cases not covered by any other source, contributed $7500.

And Cliff Carpenter, the Democrat & Chronicle's perceptive editorial page columnist, asked his readers to "give a child a butterfly." In four days, readers had contributed another $6600.

In Rochester, people go to their Gannett Newspapers for help, and they get it.

Democrat and Chronicle
Mornings—Sunday

THE TIMES-UNION
Evenings

ROCHESTER, NEW YORK 14614

Members: Gannett Group

The Supermarket...

near your home is important to you:

As a source for the family's food, fresh and in great variety.

As a local business enterprise.

Probably as an advertiser.

We all know that trucks, and only trucks can put all that stuff where and when it's needed. It takes big trucks and little trucks. Short-haul and long-haul trucks. Special trucks for meat and dairy products.

Yet many newspapers fight the trucks as if they were something evil. Some even think they should be taxed or regulated out of existence.

Does that make sense....to you?

Bart Rawson

Editor-CCJ

an editor talks to editors

One of a series . . . addressed to editors of the nation's press by COMMERCIAL CAR JOURNAL, a Chilton publication & member.

ATA FOUNDATION

EDITOR & PUBLISHER CALENDAR

JULY

27-Aug. 1—ANPA-INPA Newspaper Research Workshop. Ohio University, Columbus, O.
30-Aug. 3—SNPA Foundation Seminar: Music Makers and Music Critics. Daytona Beach, Fla.

AUGUST

1-3—Newspaper Advertising Executives Association of the Carolinas. Ocean Forest Hotel. Myrtle Beach, S. C.
2-8—International Typographical Union. Seattle, Wash.
3-5—SNPA (Eastern) Mechanical Conference. Roanoke Hotel, Roanoke, Va.
6-9—Canadian Weekly Newspapers. Nova Scotian. Halifax, N.S.
8-9—West Texas Press Association.
9-10—Oklahoma Press Association Webb Offset Seminar. McAlester
14—Montana Associated Press. Northern Hotel, Billings.
15-17—UPI Editors of Oklahoma. Fountainhead Lodge, near Checotah.
17-19—Alabama Press Association. Grand Hotel. Point Clear, Ala.
17-19—Texas Daily Newspaper Association. Sheraton-Marina Inn, Corpus Christi.
17-22—Newspaper Association Managers. Williamsburg, Va.
23-28—American Association of Schools and Departments of Journalism. University of Calif., Berkeley.
24-26—North Carolina Press Association. Grove Park Inn, Asheville.
24-26—Theta Sigma Phi. Hilton Hotel, Pittsburgh.
26-29—New England Association of Circulation Managers. Wentworth-by-the-Sea, Portsmouth, N.H.

SEPTEMBER

4-6—New York Press Association. Saratoga Springs.
5-7—Pacific Newspaper Mechanical Conference. Jack Tar Hotel, San Francisco.
5-7—West Virginia Press Association. Greenbrier Hotel, White Sulphur Springs.
6-7—Ohio Newspaper Classified Clinic. Pick-Fort Hayes Hotel, Columbus.
8-11—SNPA Foundation Seminar: Air and Water Polluution. Vanderbilt University, Nashville.
8-12—International Stereotypers' Union. Detroit.
11-13—PNPA Classified Clinic. Penn Harris Motor Inn, Harrisburg.
11-13—Wyoming Press Association. Trees for Tomorrow, Eagle River.
11-13—New England Associate Press News Executives Association. Viking Hotel, Newport, R. I.
11-14—West Virginia Press Association. Greenbrier, White Sulphur Springs.
12-13—Hoosier State Press Association Advertising Conference. Stouffer Inn, Indianapolis.
12-14—Maryland-Delaware Press Association. Hotel Dennis, Atlantic City, N.J.
13—Hoosier State Press Association Advertising Conference. Stouffer's, Indianapolis.
13-14—Illinois Daily Newspaper Markets retail and classified seminar. Holiday Inn, East Springfield, Ill.
13-14—Illinois Associated Press Editors Association. Wagon Wheel Lodge, Rockton, Ill.
14-19—PNPA Newspaper Institute—Reporters' Week. Penn Harris Hotel, Harrisburg, Pa.
18-20—Hawaii Newspaper Publishers Association. Mahaka Country Club.
19-20—Indiana Classified Advertising Managers Association. Leland Motor Inn, Richmond, Indiana.
19-20—New England Press Association. Viking Hotel, Newport, R.I.
20-22—Southern Circulation Manager Association. Sheraton-Peabody Hotell, Memphis, Tenn.
21-23—New York State Publishers Association. Otesaga, Cooperstown.
21-24—NPRA-ANPA Personnel Workshop. Chicago.
20-24—International Newspaper Promotion Association. Southern Regional Conference. Thunderbird Motor Hotel. Jacksonville, Fla.
26—E&P Color Awards luncheon. Waldorf Astoria Hotel, New York.
27-28—Advertising Executives of Ohie Daily Newspapers. Fall Meeting. Neil House, Columbus, Ohio.
22-Oct. 4—API Seminar for foreign editors of European and North American newspapers. Columbia University, New York City.
28-Oct. 1—International Newspaper Promotion Association Central Region. Radisson Hotel, Wichita, Kans.
30-Oct. 3—Associated Press Managing Editors Association. Hilton Hotel, Hartford, Conn.

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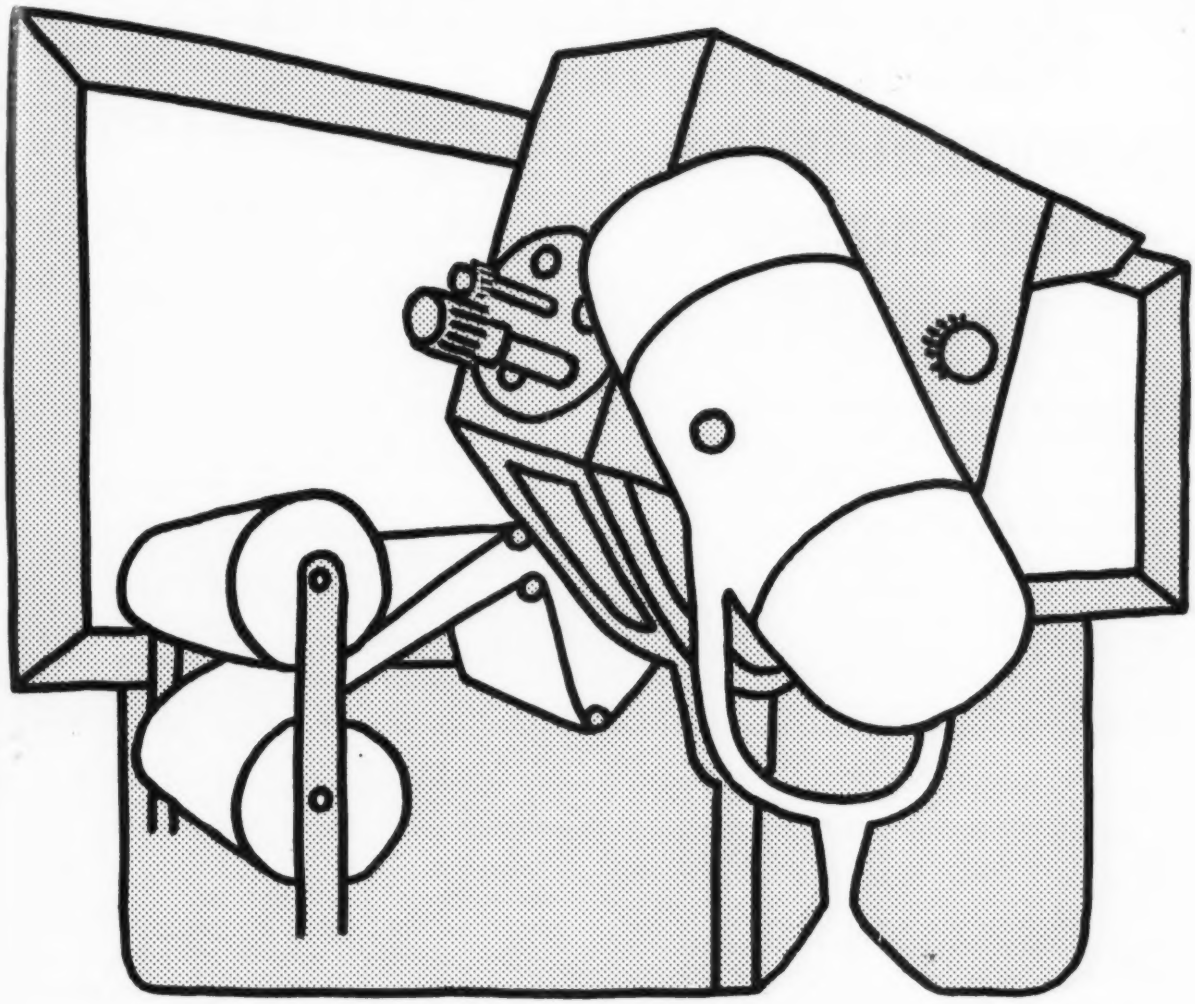
When Donrey talks media...



we speak four languages.

The Donrey Media Group is radio, television, outdoor and newspaper ... in seven states, 27 cities.

We know our business. We know the communities we serve in Arkansas, California, Hawaii, Nevada, Oklahoma, Texas and Washington. We had to to grow from a single newspaper in 1940 to ownership today of 23 dailies, six radio stations, four television stations, and four outdoor advertising plants. We had to know the language, and the fine points of successful management. We had to know when and how to modernize . . . twelve of our newspapers are offset . . . three of our television stations full color . . . automatic equipment is going into our radio properties . . . outdoor is in a continuous modernization program.

Bragging? Sure. The Donrey Media Group is moving. Toward the best in service to those we serve. Toward a bigger, finer future. Watch Donrey. You'll have your eye on one of the fastest-growing groups in the nation--Donrey Media Group.

DONREY MEDIA GROUP

Donald W. Reynolds, President
737 N. Main • Las Vegas, Nevada 89101
920 Rogers Avenue • Fort Smith, Arkansas 72901

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a $1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

S&H GREEN STAMPS

The Sperry and Hutchinson Company

An American way of thrift since 1896

Readers' Column

★ ★ ★ ★ ★ ★

THE PENCIL PRESS guys really socked it to the electronic journalists in Albuquerque when baseball teams from the two groups met in a Texas League game. The press team—called The Yellow Journalists—defeated their rivals 15-14 in the (s)low pitch softball game. The radio-tv team claimed it was a 15-all tie—but AP gave the one-run victory to the Yellow Kids . . . LEO DUROCHER is 64-years-old but he's far from having three strikes against him—he just took wife number four: Lynne Walker Goldblatt, 40. Leo the Lip's wedding was covered by Chicago society reporters and not the chaps from the press box at Wrigley Field. Deskmen came up with these line drives: Lynne-Leo Rites End in a Tie *(Chicago Sun-Times)*; The Lip Wins One *(Chicago Daily News)*, and Now It's A New "Manager" For Durocher *(Chicago Today)*.

* * *

REVERSAL

An alert reported named Pete
Scored a major news beat.
His yarn took the steam
From a nefarious scheme:
The city treasury to deplete
—Bill Terhune

* * *

BOB CLOYD, editor of the weekly *Lafayette* (Ind.) *Leader*, wrote in his farewell (retirement) column: "One thousand, seven hundred and sixty-eight issues of weekly newspapers ago, I eagerly accepted the opportunity to work briefly in a print shop because an unfortunate illness made it necessary for an elderly printer employed there to take the summer off. After 34 years of this temporary employment, except for a three-year span devoted to helping the United States Navy in its effort to help win World War II, I figure it's time to quit. I'm tired." Bob and his co-publisher, Donald Cloyd, have sold the Leader franchise to Curtis and Catherine Hostetter... HIPPIES not only make news; they offer it for free. The New Mexico hippie newspaper, *Astral Projection*, published in Albuquerque, says on its front page that any of its stories may be printed anywhere, any time, "without the editor's permission." . . .

* * *

DAILY KLEENEX

With newsprint thin like onionskin
The mailing cost per issue
Would drop again, and readers then,
Could use it as a tissue.
—Al Goodman

* * *

HEADY HEADS: A punster on the copy desk of the *New Britain* (Conn.) *Herald* wrote: "National Rock?/Just don't Take/it for Granite." . . . "Unfit-for-Fish Water Has Germans Beery" (over the story of Germans drinking beer and cola instead of tea or coffee from Rhine River water which poisoned fish), headed the *New York Daily News*. Alliterative head in *Indianapolis Star*: "Ponytailed Pied Piper Poses Philly Problem."

* * *

A photographer for the *Evening Sun* of Baltimore, sent to cover a story, wound up as the story. In May, Ross Diffenderffer, 13, a student at McDonogh School, was playing baseball on the athletic field when he lost a coat-of-arms ring that he valued highly. A hands-and-knees search by schoolmates was futile. He phoned the Evening Sun's Direct Line: Is there some kind of metal detector that can locate nonferrous metals? Direct Line got Charles Dunaief to come to Baltimore with his amphisnooper. He adjusted the earphones and began a sweep of the athletic field. Clarence B. Garrett, Sun photographer, raised his camera to record any find. He stumbled over a stone, looked down, picked up an object and asked: "Is this what you're looking for?" It was, and the Sun's story was about "Curley" Garrett's find.

PROGRESS REPORT on the NEW

SPRINGFIELD, MASS.

First Unit of New $25 Million Fairfield Mall to Open in August!

50 Acre Mall Will House 80 Retailers!

The $1.2 million branch of Forbes & Wallace, Springfield's largest department store, will be the first unit to open at Fairfield Mall. Two Guys Department Stores, the eastern division of Vornado, Inc., is scheduled to open their 111,351 square foot building about two weeks later. These two units will form the core of the new mall, that will eventually consist of 80 retail businesses, making it the largest development of its kind in Western Massachusetts.

The mall will be completely enclosed with about 500,000 square feet of climate-controlled space. In addition to the two major department stores, plans call for a supermarket, related convenience shops, a movie theatre, banks, restaurants and popular priced as well as high fashion stores and specialty shops. Parking for over 3000 cars will be provided.

Fairfield Mall is located in Chicopee opposite the intersection of Exit 5 of the Massachusetts Turnpike and less than 2 miles from the main entrance to Westover Air Force Base, the largest Strategic Air Command Base in the east. Westover is a major economic plus factor in the Greater Springfield market area.

Get the MOST out of Massachusetts, Use the

Springfield Newspapers

• UNION A.M. • DAILY NEWS P.M. • REPUBLICAN SUN.

A NEWHOUSE NEWSPAPER

Editor & Publisher

® THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Charter Member, Audit Bureau of Circulations
Member, American Business Press Inc.

6 Mo. average net paid December 31, 1968—25,789
Renewal Rate 75.91%

Diversified coverage

The news events of last weekend demonstrate once again the superior ability of newspapers to cover more than one important story at a time and what this diversification means to the public.

Television was committed 100% to one story—the moon landing. It was the Number One story and every one connected with the television coverage can be proud of the way they added variety to the basic coverage provided by NASA.

But another important story developed during the weekend. It was one that received very little notice on television.

But Senator Kennedy became involved in an accident—one that left so many questions in the air that it might very well involve his political future. If you are depending on television to know what was going on in the world, as that medium claims most people do, you would have been uninformed on the Kennedy story. Radio tried to fill in the gaps. But it was the newspapers that wrapped up all the available details of that story, as well as the complete coverage of the moon landing, and served it all to their readers.

Off the hook?

The National Association of Broadcasters announced a plan for the gradual elimination of all cigaret advertising from television by September, 1973.

The nation's nine leading cigaret manufacturers responded by saying they would terminate all television advertising by September, 1970.

The president of NAB indicated the broadcasters were more than a little upset by this eagerness to get off the hook on the part of advertisers who contribute about 10% of broadcast revenues. He said it was "no great sacrifice on their part" for manufacturers to stop advertising on radio and television while continuing to advertise in other media. "They will save $200 million with full knowledge that consumption of cigarets will not decrease," he said.

With this admission of ineffectiveness it appears the manufacturers were waiting only for the right moment to make the move.

Increases in milline

The Bureau of Advertising, ANPA, boasts that the milline rates (cost per line per million circulation) of 25 newspapers selected at random from the top 100 markets has increased only 4% for national advertisers between 1965 and 1969. At the same time all prices, measured by the Bureau of Labor Statistics, went up 16%, magazine cost per thousand went up 30%, and television cost per thousand in prime time went up 20%.

The Editor & Publisher International Year Book compilation of milline rates for every (1,752 dailies) newspaper over the last 10 years shows a better and more solid comparison.

Magazine cost per thousand went up 30% and television 20% in only four years. The newspaper milline for 1,455 evening newspapers increased only 18% *in 10 years*. For 306 morning dailies it was 26% in 10 years. For 564 Sunday papers it went up only 20% in 10 years.

The Oldest Publishers' and Advertisers' Newspaper in America

With which has been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker

Associate Editors: Pauline Ettlinger, Newton H. Fulbright, Donald W. Maley, Susan Pilchik, Craig Tomkinson.

Midwest Editor: Gerald B. Healey.

Pacific Coast Editor: Campbell Watson.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: William F. Hamilton, R. Steven Ward, Earl W. Wilken, John C. Wilson.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: John Johnson.

Marketing and Research Manager: Albert E. Weis.

Librarian: James Santangelo.

Treasurer: William J. Teresky.

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Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Duncan Scott & Marshall Inc., Advertising Representatives.

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Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

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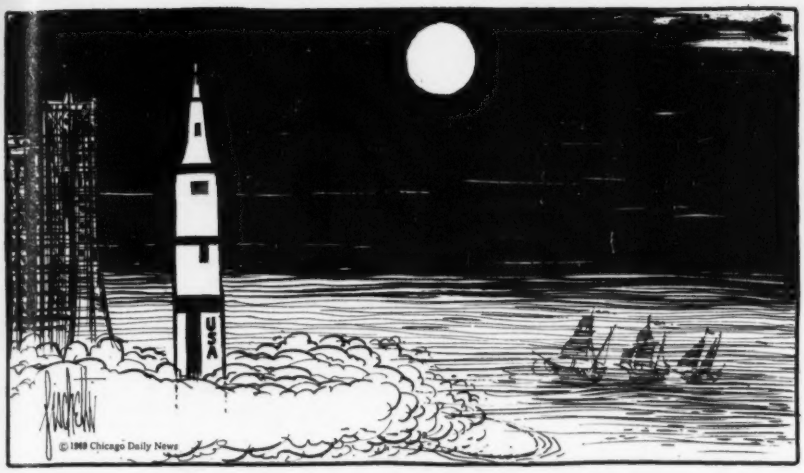
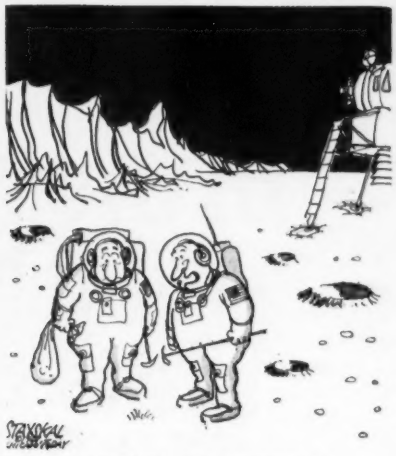


—BUT I HAVE PROMISES TO KEEP, AND MILES TO GO BEFORE I SLEEP' —ROBERT FROST



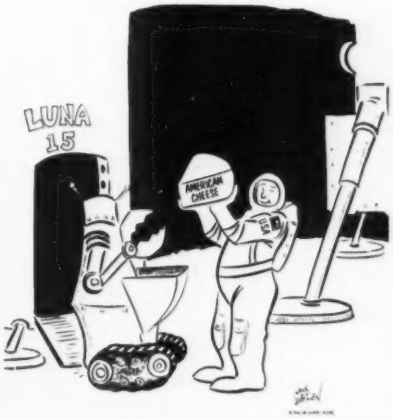
"YOU'RE RIGHT... IT IS ASTROTURF."

Stayskal, Chicago Today.

"HERE GOES THE NEIGHBORHOOD!"

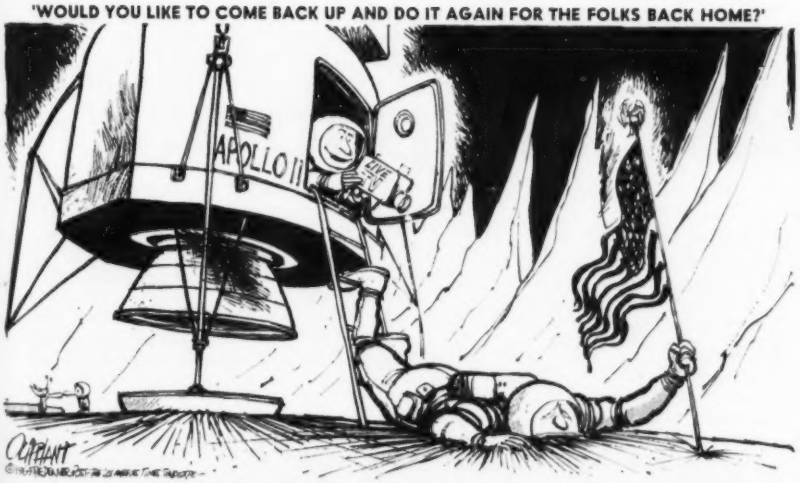
Dobbins, Boston Herald Traveler.

Taylor, Dallas Times-Herald.



Jurden, Wilmington Evening Journal.

'WOULD YOU LIKE TO COME BACK UP AND DO IT AGAIN FOR THE FOLKS BACK HOME?'



Short Takes

The South Carolina legislature has passed a bill which will allow couples to get a divorce if husband and wife have beer separated for more than three years —*Anderson* (S.C.) *Independent.*

* * *

Mrs. M. C. donned a swimming suit and swam through flood waters to a policeman to support a burglary at her home—*St. Louis Post-Dispatch.*

* * *

Her view on fashion was "Women's dresses should reach down to their hells" —*Brampton* (Ont.) *Guardian.*

* * *

Some of the National Guardsmen remained on post and contented themselves with sows and bowling alleys—*Oklahoman and Times.*

* * *

Says one Chrysler man, "It's costing us a lot more this year to pedal the merchandise."—*Wall Street Journal.*

* * *

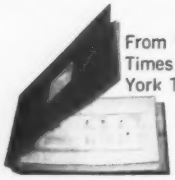
The royal train stooped three times on its way from London because of bomb scares on railway trestles—*Brownwood* (Tex.) *Bulletin.*

* * *

Advertisement: Secretary required for sales office. Peasant telephone manner essential—*Ottawa Citizen.*

In the New York market, The New York Times has more readers in $10,000-plus families than any other New York newspaper.

The Times has twice as many New York market readers in $20,000-plus families as any other New York newspaper.



From "Tomorrow's Markets Today: A Study of The New York Times Reader"—the most thorough examination of The New York Times audience ever made. To learn more about this unusually informative and useful report, write or call The New York Times office nearest you or Max Falk, Advertising Director, The New York Times, 229 West 43d Street, New York, N.Y. 10036. Tel: (212) 556-1713.

E&P July 26, 1969
Every Saturday Since 1884

Court is striving to save Hoe; 6 firms anxious to make bids

R. Hoe & Co., the financially distressed manufacturer of printing presses for more than a century, was started down the road to rehabilitation this week with an infusion of $2.5 million ready cash from some of its customers. (E & P July 12 and 19).

Ten companies, half of them in the newspaper publishing business, actually deposited the money in the bank to obtain delivery of press equipment on or before September 8. The non-newspaper participants in the plan for continuing operations at the Bronx and New Jersey plants are in the business of printing magazines and labels on cans and packages.

This first group of customers responded readily to the call by U. S. District Judge Sylvester J. Ryan for immediate capital to keep the Hoe firm from going into bankruptcy. They acceded willingly at the same time to the court's demand that they add 10% onto the original contract prices for the equipment they have ordered.

Clear title assured

Judge Ryan explained the "crisis" nature of his position in taking over the Hoe Co. after its management filed a petition for reorganization under Chapter X of the Bankruptcy Act. After a series of conferences with attorneys and principals of the customers' firms Judge Ryan signed a formal order on Monday (July 22) that empowers the court-appointed trustee, John J. Galgay, to issue certificates of indebtedness to those putting their money into his bank account.

The order guarantees a "free and clear title" to the equipment upon delivery to the customers. In several cases, the orders are completed and are waiting for the payment before being shipped out of the Hoe plant. Other customers on the "A" list—the before-September 8 group—have part of their original press orders installed in their own buildings, awaiting completion of shipments of other units and parts.

Next order of business, Judge Ryan said, will be the renegotiation by the Trustee with customers on the "B" list—after September 8 delivery—of their contracts and it is not yet known how much more they will be required to pay for their press equipment over the price set when the order was placed.

Some of the Hoe contracts were written as long ago as 1966, with no escalator clauses, the judge pointed out, and it is now necessary to adjust the costs so that the company doesn't suffer any further losses.

To effect a realistic base for contract talks, Judge Ryan said he was appointing an independent firm of accountants—S. D. Leidesdorf—to make a thorough audit of the Hoe books. The firm, an old one in which he had worked when he was a young lawyer, has a reputation for ferreting out any acts of "larceny" or other wrongdoing, Judge Ryan said.

Did someone steal?

"We've got to find out," he commented, "if anyone stole money from Hoe and if so who did it."

The data supplied by the accountants, he added, will determine actual costs of production today and the court will be better able to decide on additional payments for fulfillment of contracts.

The court, Judge Ryan said, is not concerned with Hoe making a profit on present orders on its books but is anxious to keep the factories at work and get financial information that is necessary in the event of takeover bids by other companies.

Several times Judge Ryan advised the parties interested in the Hoe proceedings that six or seven companies with very substantial resources are virtually standing in line with offers to acquire the Hoe assets and continue the business.

"It might even come as a pleasant surprise," Judge Ryan said at one point "that we may save the Hoe company for itself if we succeed in straightening out its financial situation."

He had learned, the judge said, that Hoe owns a very desirable tract of land in the Bronx that is being sought as a site for a housing project. The Hoe real estate presently is unencumbered and is said to have been appraised in recent years at around $4 million.

New factory possible

"We might even wind up with a new factory where the orders for Hoe equipment could be produced more reasonably than in the present factory," Judge Ryan commented. He was hopeful, therefore, that some of the present customers would keep alive their plans for enlarging their orders.

Judge Ryan disclosed that he had sent the new accountants into the Hoe offices even before he signed the order of appointment because the need for information is so great. He has been unable to obtain any sort of accurate records on the company's finances, Judge Ryan explained.

In the interim, he said, it is imperative that "everyone trust the other" and the court will be fair and firm in its decisions.

He added praise for the financing firm of Talcott & Co. which advanced enough money—without interest—to meet payrolls so that the plant would not shut down while he strived for acceptance of his pre-payment plan.

Checks in the bank

As finally worked out, the plan provides that Sentinel Star Company of Orlando, Fla. will pay $136,000, the balance due on its contract, plus 10% of the contract price, or $90,293 more. Other figures on this basis are:

Charlotte News & Observer—$256,184 and $170,789.

McClatchy Newspapers (Fresno Bee)—$345,000 and $217,000.

Press Supply Co. (Newhouse Newspapers)—$24,000 and $16,000 on an order for stereotype casting machinery.

Hearst Corp. (San Antonio Light)—$206,365 and $151,281.

McCall Corp.—$229,665 and $98,254.

American Can Co.—$262,543 and $26,254.

Continental Can Co.—$97,329 and $9,732.

National Can Co.—$100,995 and $10,100.

The grand total of checks turned over to the Trustee was $2,447,808.

On the first roll call for consent or objection to this payment schedule, the spokesman for Norwest Publishing Co. of Portland, Ore. said it couldn't go along because it was a new enterprise and didn't have the money. However, at Tuesday's session of court the Norwest representative said new arrangements had been made and the company would like to be included in the order at this time. Judge Ryan put the company on the secondary list.

Publisher thanked

Harry R. Horvitz, publisher of newspapers in Lorain and Mansfield and other Ohio cities, received the thanks of the court for appearing in person and giving his endorsement of the Hoe reorganization steps.

"The court is grateful for having a businessman's view on this matter," said Judge Ryan, after Horvitz expressed hope that he would be able to obtain delivery on a newly-designed unique offset press that is on order.

A representative of the *New Britain* (Conn.) *Herald* objected to the program, explaining that the publisher had negotiated a contract last April for a million-dollar offset press—which is to be the "first of its kind"—for delivery next April and had paid $300,000 toward the contract price. In his view, the court should not proceed with delivery of presses that are almost completed because they are worth much more in a forced sale than the price paid plus the 10% set by the court.

'Breathing time'

Judge Ryan explained again that the pre-payment idea was designed to keep the plant running with 1800 skilled craftsmen and give the trustee and himself a little "breathing time" and "turn-around time." In the same discussion he advised an attorney for Dayton Newspapers that 10% additional "may not be enough" to obtain

(*Continued on page* 47)

The Pittsburgh Press

Metropolitan Edition

MAN ON MOON

The Virginian-Pilot

Man Walks on Moon; 'Leap for Mankind'

THE STARS AND STRIPES GO UP ON THE MOON.—This picture of Astronauts Armstrong and Aldrin planting the American flag at Tranquility Base on the Moon, July 20, 1969, was taken from a television screen and serviced by The Associated Press.

THE HERALD-NEWS

North Jersey Edition

EUREKA!

The Washington Post

'The Eagle Has Landed'—Armstrong Walks on Moon

The Charleston Gazette

2 MEN ON MOON

THE PLAIN DEALER

Armstrong Is on Moon

The News American

WE WALK ON THE MOON

Perilous Departure for Earth Scheduled for This Afternoon

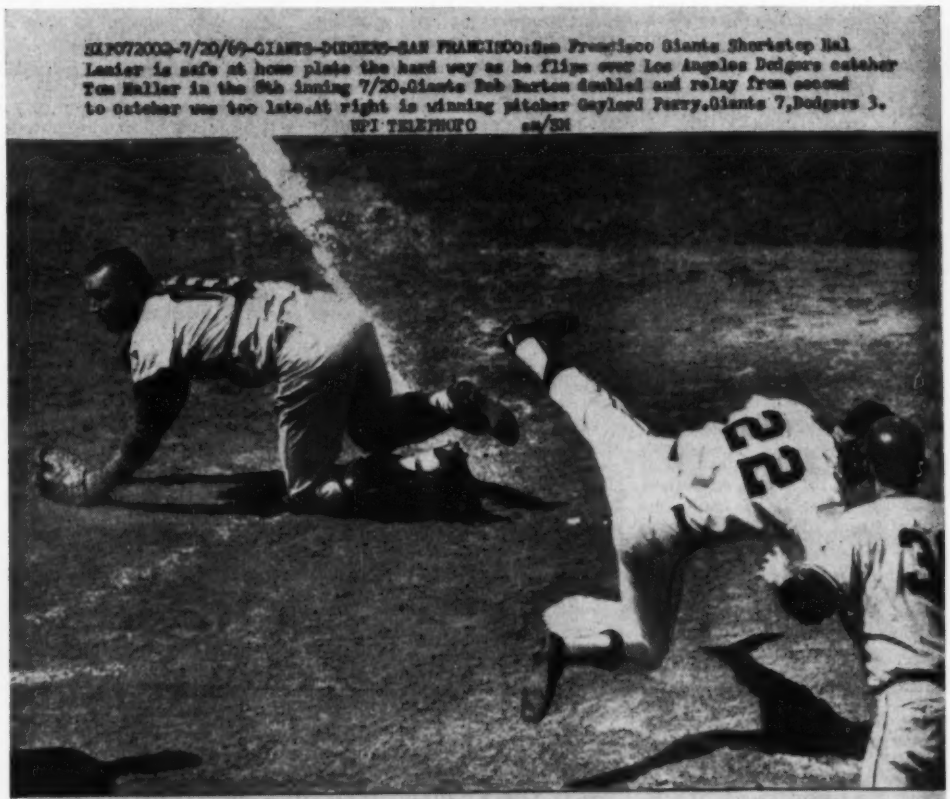
COPY! SEE WHAT'S COMING ON THE PICTURE MACHINE!

Giants and Dodgers were doing a baseball ballet at home plate when a man in outer space planted

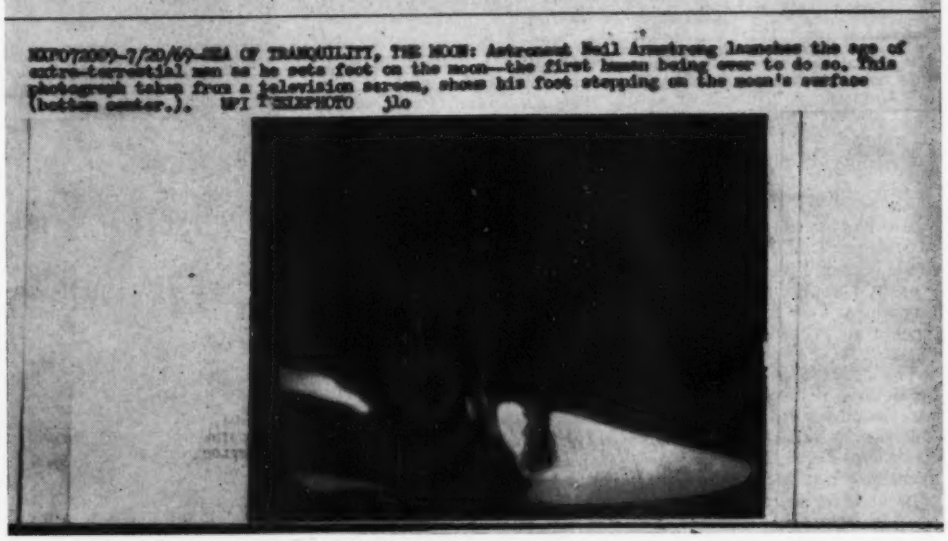
the first human foot on the moon

'That's one small step for man . . . a giant leap for mankind'

—Neil Armstrong on the moon, at 10:56 p.m. (EST) Sunday, July 20, 1969



NXP072002-7/20/69-GIANTS-DODGERS-SAN FRANCISCO:San Francisco Giants Shortstop Hal Lanier is safe at home plate the hard way as he flips over Los Angeles Dodgers catcher Tom Haller in the 9th inning 7/20.Giants Bob Burton doubled and relay from second to catcher was too late.At right is winning pitcher Gaylord Perry.Giants 7,Dodgers 3. UPI TELEPHOTO sm/EM



NXP072009-7/20/69-SEA OF TRANQUILITY, THE MOON: Astronaut Neil Armstrong launches the age of extra-terrestial man as he sets foot on the moon--the first human being ever to do so. This photograph taken from a television screen, shows his foot stepping on the moon's surface (bottom center.). UPI TELEPHOTO jlo

This is the actual sequence of pictures that appeared on UPI Telephoto machines in newspaper offices around the country. Dozens of pictures, showing the first men walking on the moom, followed as soon as they could be photographed from the television screen and re-transmitted on earth.

Datelines changed for historic day

Monday, July 21, became Moonday in the datelines of the *New York Daily News* and the *Pensacola* (Fla.) *News-Journal*. (Perhaps in many others, too).

The *Wenatchee* (Wash.) *Daily World* changed its page one ear to "Greatest Daily in Universe" and revised the masthead to read: 64th YEAR, No. 16 # MEMBER OF THE ASSOCIATED PRESS # WENATCHEE, WASHINGTON 98801, U. S. A., PLANET EARTH, MONDAY, JULY 21, 1969 # PRICE TEN CENTS. Beneath this was a line of 108-point type, MAN ON THE MOON! in red.

One newspaper can boast its carrier was first on moon

By Craig Tomkinson

When it comes right down to it, the *Wapakoneta* (Ohio) *Daily News* is the only newspaper in the world which can claim that one of its former carriers was the first man to set foot on the moon.

The carrier, of course, was Neil A. Armstrong and Wapakoneta was Armstrong's home town.

Not surprisingly, the most important edition for the News was not the one which followed the moon walk, but was that of July 15, the day that Armstrong and his two fellow astronauts, Col. Edwin E. Aldrin and Lieut. Col. Michael Collins, left Cape Kennedy in Apollo 11, destination moon.

Glenn W. McCoy, editor and publisher of the News, explained that the concern of the community and the News was for the safety of the astronauts. The actual step onto the moon was just an indication that all was going well.

There was some excitement in the town when Armstrong first touched the moon, McCoy said further, but most exuberance was being reserved for the safe landing and completion of the historic mission.

McCoy wanted to cover, firsthand, the launching and the recovery. He applied for credentials for both.

The latter was refused but McCoy did get the credentials to see the launch. They came by registered mail 17 minutes before the countdown. Sitting in his Wapakoneta office, McCoy said amusingly, "Now if we can just get to Cape Kennedy in 17 minutes we'll be able to see the Apollo 11 launched."

Resentment

He had more than that to say about it in a July 15 editorial titled, "We Resent."

In it, McCoy, expressed his resentment over the exclusion of Armstrong's hometown newspaper from the activities.

The July 15 issue was called by McCoy the "God Speed" issue for obvious reasons.

It ran 30 pages, 20 more than 10 fullsize pages the News averages daily.

Local advertisers bought space to wish the astronauts "God Speed." In addition to the local ads some larger companies, such as Westinghouse, placed ads.

If the July 15 issue was the most important from the News' standpoint, the issue following the moon walk was the one that souvenir hunters wanted. They wanted the 144-point head which read, " Neil Steps on the Moon."

By July 22, the day after the moon walk edition, the News was still running off copies to meet the demand from as far away as New Zealand.

By the 22nd, the News, which has a normal circulation of 4,500, had already run off 11,000 copies, and the presses weren't slowing down. McCoy says he thinks scalpers were selling copies for as much as "a buck apiece. The News was selling them for the normal 10 cents.

Armstrong was born just outside the city of Wapakoneta, on his grandmother's farm. He moved away shortly thereafter when his father's work as an auditor for the state, took him to other parts of Ohio.

Young Armstrong returned to Wapakoneta to attend four years of high school. His parents still live in the city.

His grandmother lives on the farm, which according to McCoy, may well become a national shrine.

During his high school years, Armstrong was a substitute carrier for the News and was active in the Boy Scouts.

Became news center

During the flight of Apollo 11, the News' office became the center for the dissemination of news copy, McCoy said.

The Associated Press set up a transmitter in the News office and both AP and UPI used the News' darkroom for developing pictures.

The News normally has a staff consisting of McCoy and three office girls (two of which are in high school).

Asked how he managed to get out the large volume of copy demanded by the occasion, McCoy said that he received a great deal of assistance from the wire service personnel assigned to Wapakoneta and from the *Cleveland Plain Dealer* and *Toledo Blade* reporters.

He credited them all with giving him stories to run in the News even though the News usually only runs UPI wire copy.

The News naturally did much personality reporting work since there are still many people in Wapakoneta who knew young Armstrong.

There were interviews with old friends, acquaintances, teachers, and the man who gave Armstrong his first view of the moon through a telescope.

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Science writer breaks early moon walk story

CBS Radio Network scored a news beat July 17 when its science consultant, Dr. Leonard Reiffel, gave the first word that the astronauts might take their walk on the moon earlier than the NASA schedule called for it.

Dr. Reiffel, who appears each weekday on "Dimension on Tomorrow's Living," made his prediction on the 4 p.m. News-on-the-Hour radio newscast and sent newsmen at Cape Kennedy scurrying for new leads to their stories.

Dr. Reiffel is a consultant to the Apollo program for NASA. "This might explain, in part, how he came up with the story," commented George Bernard, manager of press services for CBS Radio. Dr. Reiffel also writes a column, "Science and You", which is syndicated by World Book Encyclopedia Science Service.

CHICAGO DAILY NEWS

Historic Edition

Blue Streak

A 'giant leap'

TRANQUILLITY BASE. The Moon. Two men from planet Earth walked on the surface of the moon Sunday.

Neil Armstrong, commander of lunar landing craft Eagle, set foot first on the powdery surface at 9:56 p.m. (Chicago time) with these words:

"One small step for man, but one giant leap for mankind."

Twenty minutes later he was joined by Edwin E. Aldrin Jr. The two U.S. astronauts explored the moon surface for 2 hours and 11 minutes before returning to the Eagle.

3,700 accredited to watch Apollo 11

CAPE KENNEDY, Fla.

The National Aeronautics and Space Administration handed out credentials to some 3,700 reporters, photographers, technicians, public relations men and other news-related personnel for the Apollo 11 moon voyage.

An estimated 2,300 newsmen witnessed the launch at the Cape, helping the sightseers create monumental traffic jams.

By contrast, only about 600 persons were accredited for the first U.S. space flight, the 15-minute suborbital trip by Alan B. Shepard Jr. in 1961.

First photos of moon walk copied off tv

Picture editors of morning newspapers in the East were chomping on their green eyeshades as Neil Armstrong took his first step onto the moon at almost 11 p. m. Sunday, July 20. Time was running out and they were getting too close to deadline for comfort.

Most editors had assigned photographers to shoot pictures from the screens of television sets.

The wire services started moving moon pictures as soon as possible. The first one came from UPI at 10:51 p. m. (EDT). The AP moved its first picture 17 minutes later. The time difference was because of the photo techniques used: Both wire services shot from tv screens in Houston but the UPI shot with Polariods while the AP used Hasselblads.

UPI moved its initial picture showing Armstrong's foot near the surface of the moon while the first AP transmission showed Armstrong stepping off the lunar module ladder onto the moon's surface.

"We shot the pictures in Houston," said Edward T. Majeski, UPI executive newspictures editor, "because they got the primary signal before it was beamed to the networks. The pictures were of a better quality and we copied them here in New York and moved them as quickly as possible in order to give papers on deadlines a good jump." The pictures were shot by UPI photographers Dirck Halstead and Dave Kennerley.

UPI got their first picture on the wire less than 10 minutes after the time the first picture was beamed back to Earth from the moon. Others followed at 10-minute intervals.

UPI transmissions were sent to Europe via cable and beamed to other countries via their CAST hookup. Once they had established proper frequencies they sent pictures simultaneously over "one big party line."

Harold G. Buell, AP executive newsphoto editor, said AP transmitted a total of 30 moon pictures and 15 other pictures connected with the story.

AP moved one color transmission of the astronaut's wives and nine "reaction shots."

The Jet Propulsion Laboratory in Los Angeles processed some AP tapes "and released the pictures in better shape for the p. m.'s the next day," Buell said. The AP wrapped-up its transmission with pictures processed by the Jet Propulsion Laboratory at 7:12 a. m.

Both services belonged to a Still Picture Pool for covering the splashdown from the deck of the U. S. S. Hornet on July 24.

When Apollo 11 was launched on July 16 from Cape Kennedy, Majeski witnessed the event. "When the astronauts walked to the van that would take them to Apollo with their spacesuits on," he said, "they came out of the building at six in the morning. Our crew was there since two or three. We saw a flock of little old ladies, easily in their 70's, who were accredited. They were carrying small cameras and said they had just as much right to be there as we did. One of them punched a press photographer in the belly. We had to jockey for position with them and a bunch of little girls with long hair and no shoes, who came later. They were accredited, too, and it beats me how they got their accreditation."

EARTH PICTURES require AP photographer Harold Waters to watch and wait for members of Astronaut Aldrin's family.

MOON PICTURES are taken by AP photographer Eddie Kolenovsky from a closed circuit television screen in Houston.

Cape's daily has unending souvenir sale

COCOA, Fla.

Today staffers were astonished at the more than 100,000 sales and orders flooding in for the 24-page, no-ad, special section on the Apollo 11 Moon shot.

The Gannett newspaper's edition on the day following, in which one photo served as the entire front page, sold 70,000 copies. The usual sale is 50,000. Not only had the entire staff of Today been rallied into the effort, but help came from Gannett executives elsewhere.

When Robert Bentley arrived in February to be managing editor, he received a note from Buddy Baker, *Sunrise* magazine editor, suggesting that an Apollo 11 commemorative issue was in order.

Bentley invited department heads, aerospace writer Sanders Lamont and feature writer John McAleenan to his home for a beer and brainstorming session. Then came a meeting of Al Neuharth, president of Gannett Florida, general manager Maurice Hickey and Bentley to outline the general approach, size and timing of the edition.

'Best bargain in town'

Copies of the "keepsake edition" were first distributed at a luncheon, the day before the space shot, tendered to former President Lyndon B. Johnson and former NASA chief James Webb (now a Gannett Co. director) by Gannett president Paul Miller.

More than 300 boys sold some 30,000 copies among the hundreds of people who had gathered on vessels to watch the launch.

"It was the best bargain in town," said Hickey. "With some souvenirs going for outrageous prices, how could you beat the keepsake edition, plus the regular paper, for 10 cents?"

"Bootleggers" bought papers from the boys and resold them for 25 cents a copy.

Souvenir hunters even offered the boys $1 apiece for the plaques they wore proclaiming: "Today — man on the moon — souvenir edition—10 cents."

Coupons offered it mailed anywhere four for $1. Plates have been retained so that the additional demand can be met.

Almost the entire front page of the special section was devoted to a black-and-white photo made by John Slack, a Today staffer, who positioned himself in the Banana River about 1200 feet from the launch pad. His camera caught a flock of gulls wheeling in the foreground as the Saturn rocket made its fiery ascent.

Neuharth wrote a prologue to the section. Art director Robert Meagher did the color work. The cover drawing, showing the astronauts planting the flag on the moon was executed by staff artist John Handloser.

Another promotion, called "Eyewitness to History," featured a list of 5,000 names of persons who had been in the area for the launch. This could be notarized at the Today office.

Every available staffer was assigned to cover all aspects of the launch.

Today reporters swarmed round the VIP area. Charles Reid crawled under the grandstand and tugged at Johnny Carson's pantleg and interviewed him. Others leaned over the ropes, grabbing celebrities for quick comment.

Papers asked to put limit on cigaret ads

In a sudden move, not totally unexpected by newspapers or by members of the advertising community, the tobacco industry this week offered to withdraw all cigaret advertising from television and radio by September 1970, and sooner if broadcasters agree.

At the same time, Senator Frank E. Moss, Democrat of Utah, said he will send a letter to newspaper and magazine publishers warning them not to "accept massive print advertising campaigns" with the funds cigaret makers now spend on broadcast. Moss indicated he hopes that publishers will voluntarily agree to "maintain current ratios of cigaret to noncigaret advertising volume."

He said he was inviting several publishers to testify before his subcommittee of the Senate Commerce Committee which is conducting hearings on proposed legislation to ban cigaret commercials from the air.

The cigaret makers' offer, which represents a revenue loss to the broadcast industry of about $225 million a year, based on 1968 figures, pre-empts a ruling pending before the Federal Communications Commission for a mandatory ban of such advertising and undermines a plan by the National Association of Broadcasters to "phase out" cigaret advertising in four years.

Want antitrust exemption

Speaking before the Senate subcommittee, Joseph Cullman, chairman of Philip Morris Inc. and chairman of the executive committee of the Tobacco Institute, based the plan on the condition that Congress grant immunity to cigaret manufacturers from antitrust laws for a prospective formal agreement to refrain from any advertising. Cullman also urged the subcommittee to renew a Congressional prohibition against any regulatory agency compelling a health warning in cigaret advertising. This statute expired June 30.

Senator Moss is expected to resist appeals by both broadcasters and cigaret manufacturers for a restoration of the ban. Until this week, the Federal Trade Commission had intended to require a more explicit warning about health hazards to appear in all ads, including those in newspapers. FTC chairman Paul Rand Dixon said, however, that the FTC would now be "disposed" to suspend this effort until July 1971, when the situation is up for review, provided broadcasters hold to their promise to terminate cigaret advertising.

Implications for additional print revenues are wide open. Jack Kaufman, president of the Bureau of Advertising, ANPA, said the bureau has been anticipating a broadcast ban for some time and has been investigating the greater use by newspapers of cigaret promotion.

'Full steam ahead'

"Our position," he explained, "is full steam ahead—we're going to sell as hard as we can." He also said he fully expects an upswing in newspaper ad revenues as a result of the ban.

One major newspaper, the *Boston Globe*, has already notified advertising agencies it will discontinue acceptance of cigaret copy after present commitments expire.

While the Washington Post Company has announced its intention to terminate cigaret sponsorships on its broadcast stations, it has not included the newspaper in this policy.

Cigaret advertising in newspapers, according to the bureau, reached $14 million in 1968, or 6% of total tobacco industry advertising expenditures. This is up from $11 million (4%) for the previous year. Total television expenditures in 1968, according to the bureau, were $191 million, or 79% of tobacco expenditures, as compared with $213 million or 83% in 1967.

Broadcasters have said they could replace the cigaret advertising with other types of commercials if the withdrawal were gradual, but that a sudden elimination of all cigaret advertising would seriously impair the economic well-being of the industry.

Agency resigns account

In another major move of advertising history, Benton & Bowles announced its resignation this week as agency for the Lorillard's Kent and Century 100's cigarets. The agency president, Victor G. Bloede, also said B&B will withdraw entirely from the cigaret category and adopt a policy "that would preclude acceptance of any other assignments in this field."

In a letter to the client, the agency's board chairman, Ted Steele, explained that the decision "is derived from no 'holier than thou' kind of sanctimony . . . It is simply that — considering the consumer protests, the government restrictions, the health controversy and the growing atmosphere of sanctions in the media world—we'd just feel more comfortable getting out of the business."

The account is estimated at $14 million.

As a footnote to the week's activities, the Radio Advertising Bureau reported that although spot radio showed a 16 percent gain in ad revenues in the first quarter of this year, the category registering the greatest decrease in advertising was — cigarets, tobacco and cigars— down 32 percent.

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S. F. Chronicle admits checkup for defense

WASHINGTON

Chronicle Publishing Co. of San Francisco has acknowledged to the Federal Communications Commission that its law firm hired private detectives to investigate two former employes who asked the FCC not to renew the licenses held by the company for KRON-TV and KRON-FM.

However, the company, which publishes the *San Francisco Chronicle*, said it was entitled to "take all customary and legal steps necessary to prepare . . . to defend its very life" at an FCC license renewal hearing to be held in December.

The company set out its position in a statement to the commission in which it opposed a motion by Albert Kihn, a tv cameraman, and Blanche Streeter, who has filed an antitrust suit for damages against the Chronicle and the *San Francisco Examiner*, involving the loss of her job with the Chronicle after the papers entered into a joint operating agreement.

In the plea filed with the FCC, Chronicle Publishing said it needed information on the "background, past activities and connections" of the former employes in order "to properly defend itself" and "to prove that the public interest will be served" by renewal of the licenses.

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Clark Mollenhoff joins Nixon staff

WASHINGTON

Clark R. Mollenhoff, a Washington correspondent for Cowles newspapers and magazines, has accepted a position at the White House as deputy counsel to President Nixon.

Hicks also wins Golden Quill

GRAFTON, Ill.

Lightning struck twice in the same week for Dan Hicks Jr., editor of the *Monroe County Democrat*, Madisonville, Tenn. (E&P, July 19).

After winning the Southern Illinois University department of journalism's 13th annual Elijah Parish Lovejoy Award for courage in journalism, he was named winner of the 1969 Golden Quill Award for editorial writing, presented by the International Conference of Weekly Newspaper Editors.

It is the first time an editor has won both awards in the same year, according to Howard R. Long, chairman of the SIU journalism department. The judges of the two competitions, Long pointed out, were not aware that the winner they had chosen also was the winner of the other award.

Hicks' winning editorial was titled "Monroe Placed Under Moral Indictment by Shots Fired into Negro Home." It will be published in the annual limited-edition, "Golden Dozen, along with the entries of the eleven other finalists.

Authors of the other editorials and the titles of their entries are:

—Kenneth V. Hickman, *Grand Rapids* (Mich.) *Herald-Review*, "Poor Peoples' Campaign Poses Problems for All."

—Ann B. Carroll, *Pocahontas* (Ark.) *Herald*, "Are We a Sick Society?"

—Russell L. Metz, *Bath County News-Outlook*, Owingsville, Ky., "Decline of the Supreme Court."

—Jane Gullatt, *Phenix* (Ala.) *Citizen-Herald*, "Another Credibility Gap."

—George D. Murphy, *Manteca* (Calif.) *Bulletin*, "A Community Drug Problem Is Not a Confidential Affair."

—G. Norman Davis, *Denham Springs* (La.) *News*, "The Virtue of Dissent."

—Richard G. Taylor, *Kennett News and Advertiser*, Kennett Square, Pa., "The Immorality of Food Subsidy."

—Edouard A. Stackpole, *Nantucket* (Mass.) *Inquirer and Mirror*, "November Gales."

—Robert R. Bliss, *Hillsboro* (Ill.) and *Montgomery County News*, "Hunger and Surplus Exist."

—Joseph A. Breig, *Catholic Universe Bulletin*, Cleveland, "Gun Controls Work in Europe."

—Raymond J. Dulye, *Walden* (N.Y.) *Citizen Herald*, "A World They Never Made."

Newspaper in the Classroom Program—a 10-Year Review

By Sallie Whelan

PART I—HAVE WE MADE ANY PROGRESS?

The classroom suddenly was quiet. Sunlight streamed into the modern suburban school filled with 30 some fresh-faced eighth graders. They waited expectantly.

A question had been asked by the visitor from the local newspaper: "Why is freedom of the press important to you?"

Finally, a red-haired boy raised his hand. "I don't care about it," he said, "because I don't read newspapers."

The guest waited for a reaction from the other students. Then she asked, "Is that how you all feel about it?" There were several nods, some averted eyes, but no denials.

You may think this is an unusual episode. I invite you to try the question out yourself. For me, as a coordinator of educational services for a daily newspaper, it's all in a day's work—although I'll confess that this particular classroom experience was more revealing than most.

Many of today's kids — even in our "best" schools—haven't the foggiest idea about what newspapers mean to a free society. And they are certainly not newspaper readers.

The key questions

After 10 years of an organized Newspaper in the Classroom Program sponsored by daily newspapers in the United States, it is time to ask some important questions:

- Is the daily newspaper being recognized and used widely as a dynamic education tool?
- Is the habit of intelligent, critical newspaper reading taking root among many students in the United States?

The answer is "no" to both questions, I believe, but not the completely flat "no" that would have been justified 10 years ago.

They are key questions for the basic purposes of the program, regardless of the variations among the hundreds of local newspaper programs which make up the national effort. The aims are to build the habit of discriminating, daily newspaper reading and thereby better-informed citizens, and to provide the newspaper as a teaching tool (or "living textbook" as it has been called) for contemporary education.

This series of articles will examine the progress that has been made, the problems that have emerged as major stumbling blocks, the experiences that newspapers and educators have had in developing programs, and finally, the outlook for the future.

My job as an educational coordinator for a medium-sized (110,000 circulation) newspaper didn't even exist 10 years ago. Now there are dozens of us on newspaper staffs, and some larger papers have staffs of 25 or more in educational services departments. We have not been idle. But we do have some questions that focus on the major problems we are having:

How do we convince more educators of its value? How unsuccessful can we afford to be? Why aren't more newspapers involved? How can we improve what we are doing now?

Slow progress

We who are sold on the program blame teacher unawareness and newspaper apathy for its slow progress.

It was 10 years ago, in 1959, when the Newspaper in the Classroom program started as the result of serious concern on the part of both educators and newspapers: concern for the ill-informed students who were products of our education system and for the deepening impact of electronic mass media on youth, and concern for the unmotivated students dropping out of schools with no reading skills or useful preparation for the future.

Educators in the 1950's were beginning to look for better ways to cope with the changing times. A report given at a meeting of the National Association of Secondary School Principals said: "Preparing students to live in this and the 21st century will require a course of social studies never experienced by their fathers . . . . More current materials will have to be used."

And newspapers were beginning to feel the threat of television. Basil Walters, then editor of the *Chicago Daily News* and president of the American Society of Newspaper Editors, warned editors that it was a risky assumption to take it for granted that children would grow up with the habit of newspaper reading.

In 1956, educators and newspapermen met to discuss the problem. A research study by educators and financed by newspapers resulted. In 1957, the report came back that existing newspaper use in schools was inadequate and that teachers simply did not know how to use newspapers in their classrooms. A pilot workshop to train teachers in newspaper use was held in 1958.

EDUCATIONAL EFFORT—This picture taken at Central Junior High School, East Peoria, shows students carrying in newspapers for classroom use and a lecture session.

SALLIE WHELAN, director of the Newspaper in the Classroom for the Peoria Journal Star the past four years, takes a close look at the whole program in a master's thesis at the University of Illinois.

Workshop set up

And in 1959, national workshops began under the sponsorship of the American Newspaper Publishers Association and the National Council for the Social Studies.

Since then, two-week workshops have been held each summer at four U. S. universities. They have been attended by over 1,700 teachers sponsored by their local newspapers.

The program became part of the activities of the ANPA Foundation, and through ANPA newspapers were urged to provide local cooperation with their schools and to develop local materials and workshops.

This, then, was the beginning. I recall that my newspaper thought it sounded like a good idea. But we didn't have an organized program for several years after we sent teachers to the national workshops. And our efforts to start one met with much suspicion on the part of local education administrators.

We, like the teachers who didn't know how to use newspapers, didn't know how to work with schools or to set up programs.

And, 10 years later, many newpapers are still in the same fix. Close to two-thirds of the membership of ANPA newspapers hasn't even tackled the problem or been aware that it existed.

Meanwhile, the education reform movement in the United States apparently has not lived up to expectations. John I. Goodlad, in a recent *Saturday Review*

(*Continued on page* 45)

'Total representation'

Moloney seeks funds for broad sales plan

A "total representation" package is being offered to newspaper publishers by Branham-Moloney Inc.

The extension of the plan to the newspapers in the Jann & Kelley and Nelson Roberts divisions requires at least $50,000 in new revenue to support sales specialists on retail accounts, according to Herbert Moloney Jr., chairman of the board of Branham-Moloney.

Actually, the program he is outlining to publishers on a coast-to-coast trip involves more than contacting of retail store groups for newspaper advertising. Moloney envisions a setup in which he would have a sales force of 110 men working on more than 500 accounts, including automobile dealer associations.

"The change in selling tactics," Moloney has explained, "cuts across all advertising areas but we don't intend to become involved in those areas where the Bureau of Advertising and Newspaper 1 operate—the largest advertisers and largest agencies at their top levels."

To carry out the program, he added, it will mean that the representative firm will have to change the base of its operations with newspapers and the new arrangements may not be uniform.

Inter-media fight

"We are setting up a new program in the retail area," he said, "but our total representation would also include counselling services for research that might be necessary in a particular area, for sales pieces for the local staff to use against other media in given markets, retraining of sales staffs for the inter-media fight, and for any other help we can give to a newspaper in obtaining revenue."

Already, according to Moloney, the newspapers in the red, blue and green divisions of the B-M list are spending a minimum of $3,600 each in the new program. He has put forward a plan for participation that calls for payments of round amounts on the basis of circulation (from $2,500 to $12,500) plus an average of the last three years' revenue paid to the firm, or the last year's. There would be a 15% discount to a group if three-fourths of the member papers subscribe to the program.

1969 linage as base

To provide an incentive for the sales force, Moloney proposed that total display linage, exclusive of classified, for 1969 be taken as a base. A 2% commission would be added on increases over this base.

"We believe," said Moloney, "that we should now become involved in obtaining revenue for our newspapers regardless of the source or the rate."

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Bates team visits growing markets to close data gap

A team of senior media personnel of Ted Bates & Company is making a two-week field survey of from eight to ten major markets that have been experiencing exceptional growth and undergoing change.

The team, headed by Sam B. Vitt, senior vicepresident and executive director of the Bates Media-Program Department, first went to Omaha. The other members of the team are Miss Jacqueline DaCosta and F. Richard Olsen.

The rationale behind the Preview Markets survey is that various markets are changing so rapidly that there is a severe lag in reporting these changes of from one to two to five years.

"If we knew about these changes more quickly," Vitt observed, "we would gain a competitive edge in terms of better yield on our clients' advertising dollar." He pointed out that results of the survey would be made available to all of Bates's clients, and that the studies made would benefit all of them.

In addition to Omaha, the following cities will be visited: Houston, Minneapolis-St. Paul, San Diego, Seattle, San Antonio and Tucson. And in each of these markets, Vitt said, the team would talk with business and government leaders, economists, city planners—"anyone who has anything to do with what's happening in a market."

Judge calls mistrial because of news story

ATLANTIC CITY, N. J.

The story published the day a murder trial was to get underway in Superior Court in the county seat, Mays Landing, resulted in the judge declaring a mistrial before the case got underway. Judge Thomas W. Rauffenbart ruled that there was a "reasonable likelihood" that the story in the Press could be prejudicial to the defendant. A new date was set for the trial.

Christopher Brendan Hughes, indicted in November of 1967 for the 1964 slaying of Harry Anglemyer, 37 year owner of four South Jersey fudge shops, and an Ocean City civic leader, was to be the defendant.

The story detailed background of the murder and named the lawyers who would defend the accused.

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Break is awaited in Red China travel

WASHINGTON

The press corps here is waiting to see how Red China responds to the step taken by the State Department this week to liberalize the issuance of passports and lift restrictions on the purchase of Chinese goods.

As far as newsmen were concerned, there has been a standing list since 1957 of about 40 names of those who want to go to Peking but the Communist government has declined to issue entry visas except in three known cases.

•

Detroit News issues 24-page moon guide

DETROIT

The *Detroit News* on July 15 carried the most energetic editorial research in the history of America's space flights—"Man on the Moon," a step-by-step preview of the voyage of Apollo 11 prepared by News writers.

The full-color, 24-page guide took the reader from the blast-off at Cape Kennedy to moon orbit and then down to the landing.

Technical consultant for the guide was Edwin G. Pipp, Detroit News aerospace writer, who has covered every series of U. S. manned and unmanned space shots.

Others among the team of writers and editors were Jean Pearson, Detroit News science writer, and Stephen Cain.

The special section contained no advertising.

Newspapers' milline rate is a bargain

The newspaper advertising dollar has gained efficiency in comparison to other media over the past five years, according to Charles Kinsolving, vicepresident for marketing-planning at the Bureau of Advertising, ANPA.

Kinsolving bases his contention on a check of 25 newspapers selected at random from the top 100 U. S. markets. This shows that between 1965 and 1969 the milline rates of newspapers (cost per line per million circulation) increased by 4% for national advertisers and by 7% for retail advertisers. In the same period, all prices, as measured by the Bureau of Labor Statistics, rose 16%.

"In real dollars, therefore, newspaper milline rates have gone down," Kinsolving said.

Magazine and tv costs up

And while newspaper milline rates have advanced at about one third the rate of the BLS index, magazine and television costs have been going up at nearly twice the BLS rate, Kinsolving pointed out.

Thus, cost efficiency changes for television and magazine advertisers between 1965 and 1969 were as follows: magazines (cost per thousand adult audience) up 30%; television (cost per thousand households—night winter network) up 23%; television (cost per thousand households—prime time spots) up 20%.

National rate down also

In another study, the Bureau of Advertising Research Department computed the composite national milline rate for all U.S. newspapers on the basis of 1968 dollars. This computation shows that if 1967 milline rates are restated in 1968 dollars, there was an actual decline from $5.70 in 1967 to $5.63 in 1968. In 1964 the national milline rate for daily newspapers expressed in constant 1968 dollars was $5.70 and in 1963 it was $5.77.

The situation is much the same for Sunday newspapers, the analysis shows. In 1968 the composite milline rate for national advertising in Sunday newspapers amounted to $4.17. In 1964, expressed in 1968 dollars, the national milline rate of Sunday newspapers had been $4.22 and in 1963 it was $4.31.

'Dealing with dynamite'

Photographers urged to shoot in-depth conflict pictures

By Don Maley

Several press photographers were selected to engage in a verbal "confrontation" during the recent NPPA convention in Milwaukee. The "confrontation" turned out to be a verbal Donnybrook and the lensmen learned that "the intrusion of the press and tv can inhibit logical conclusion."

While the photographers found themselves unable to correctly answer a simple grade school arithmetic problem a dozen of their peers circulated among the hagglers and snapped pictures of the action with Polaroid cameras.

The demonstration was conducted by Community Confrontation and Communications Associates (CCCA) of Grand Rapids, Mich., a two member organization dealing in "laboratory confrontations." The team, who describe themselves as "two social scientists who have gone around the country looking at conflicts," consists of Mrs. Holly G. Porter, a 33-year-old mother of four and 43-year-old Dr. Irving Goldaber. They were in Milwaukee at the request of John Ahlhauser, *Milwaukee Journal & Sentinel* photographer and past-president of NPPA. Ahlhauser had learned of the work done by the non-profit organization a few months earlier and was impressed by their record, so much so that he invited Mrs. Porter and Dr. Goldaber to conduct a scaled-down "laboratory confrontation" for NPPA. CCCA, although less than two years old, has been instrumental in implementing changes that have improved black-white relations nonviolently in Lansing, Mich., Grand Rapids, Mich., Dayton, Ohio, and, up to a point, in Indianapolis, Ind., where the project was cancelled before its completion.

Deceptively simple

"It's so simple it's funny," said Dr. Goldaber, a Ph.D and former executive director of the New York City Human Rights Commission, in explaining CCCA's basic concept. "All that's needed are two adversary groups who know they're adversaries but realize they have to live in the same world together. The adversaries we deal with are the police and the blacks, but the adversaries could be any two groups who don't get along; newspaper photographers and reporters, for example. The guidelines we go by are simple. Besides knowing they're adversaries and realizing they have to live together they should also be critical of the other group and they should be opinion makers."

Dr. Goldaber and Mrs. Porter explained that when they go into a host city they work with groups consisting of an equal number of policemen and blacks. "We put them into a room for a week," said Dr. Goldaber, "and they go in on Monday wanting to kill each other. But after five days they come out with a jointly developed set of recommendations that are beneficial to the community—and they come out as friends." According to the psychologist the warring factions make a list of their grievances and eliminate the bulk of them. "Most of their grievances are based on mistrust and misinformation," said Dr. Goldaber.

In Milwaukee the photographers went into their scaled-down "confrontation" as friends but a few came out wanting to kill each other. They were given a simple math problem involving the multiple sale of a car and were denied the use of pencil and paper in answering the problem. Afterwards four groups were formed, each with a different answer, and as they dickered over their separate answers and their individual logic flashbulbs popped as the scene was indelibly etched on film.

Same criteria

"The idea was to stage a 'confrontation' in a room and photograph it," said Mrs. Porter. "We kept the photographers who were to photograph the action outside the staging area and sent them in three at a time for ten minute shooting sessions," added Dr. Goldaber. "The only instructions we gave them were that they had to shoot their assignment and choose one picture using the same criteria they work by, namely: is the picture valid; is it good, and is it dramatic? It was the same as if they were sent out by their editor to shoot a confrontation going on downtown." Afterwards the pictures were discussed.

The social scientists explained that every conflict has: a cause; a precipitating circumstance; confrontation; a method; scope; intensity and duration. "And all of this has a result," said Dr. Goldaber, "and NPPA members have to portray these facts validly. News photographs have to be inclusive, one picture has to somehow show all aspects of a story."

Beside being inclusive Dr. Goldaber added that a good news picture must be proportionate ("it can't be all one side and not the other"), and must show the over-all pattern (psychologists call this "gestalt"). "And it must be dramatic but not false."

Dr. Goldaber added that there "must be cooperation between photographers and reporters to get best results in wedding captions and pictures." Photographers were urged to become "better picture editors."

Follow-up

Photographers were told that they were "dealing with dynamite." They were admonished not to "show photos of all hell breaking loose," nor "pictures showing nothing."

In a later interview conducted via conference call with the social scientists they said:

"A number of college and university presidents met recently to discuss their experiences with student demonstrations and disorders. During their deliberations they drafted a set of action guidelines for their colleagues across the country to utilize should their campuses become besieged by disruptive and violent dissenters.

"Included in the list was the suggestion that:

'Since sensational press coverage and mass media exposure are goals of the more militant activists, media representatives must be made to realize that mass media exploitation of a campus disturbance has always exacerbated it, while restrained and responsible coverage has caused many campus disturbances to fade away.'

"Interestingly, the other side—the protestors whoever they may be: black militants, campus extremists, union strikers—have been quick to complain about distortion perpetrated by the mass media.

"At worst, both protagonists are vividly accurate in their statements and inferences about the seemingly aggravating role played by the press. At best, both sides are unduly concerned. But any undue concern has negative ramifications and should be a signal for self-examination and, if it proves to be necessary, ameliorative action.

(*Continued on page* 18)

MRS. HOLLY G. PORTER, explaining how to stage a "confrontation" session for photographers.

Conflict pix

(*Continued from page* 17)

"For in the current climate of crisis—involving blacks and whites, haves and have-nots, liberals and conservatives—and conditions which strain relationships foster alienation and induce clashes must be neutralized and reversed.

Critical position

"The position in which the press finds itself is critical. Simply because it is an agent through which communication flows, it plays a crucial role in and bears a decisive responsibility for what happens next at this juncture of our national development."

"The writers of a newspaper have a relatively simple situation with which to deal as they report on confrontations," they added. "Their canvas is ample; their tools are sufficient. They must depict the events and trends of the confrontation objectively, comprehensively and interestingly.

"But the task of the photographer is more complicated. His canvas has a frame around it and its perimeter delimits the constituted elements which may be depicted. Further, while the reporter can make mention of endless events, the photographer can portray only that which he has led his instrument to capture.

"The matter is made more difficult when the editor utilizes only a single photograph to illustrate a news story. And the single photograph—not even two pictures—is most often the case. While the argument may be advanced that the picture and the story are an integrated whole and that the photograph must be viewed within the framework of the totality, the reality is not that ideal. In actuality a portion of a newspaper's readers will look at a particular headline and by-pass the story—or skim through it—but gaze at the juxtapositioned photograph with a degree of interest. To most readers a picture will convey an impression of summation or, minimally, a frame of reference with which to understand the importance of a story.

Complex job

"All of this makes the photographer's job more complex. It makes his job critical when he's shooting a confrontation.

"A confrontation is a stage in a conflict and it begins for a reason. Typically there is a scarcity of goods desired by more than one party. There simply isn't enough of that which is wanted to go around. The wanted goods may be material or immaterial; they may be something as patently tangible as land or as apparently intangible as control over decisions affecting the course of events in one's life. This insufficiency, to carry the point further, may stem from a conviction in the proprietorship of truth. One group may feel that it has exclusive jurisdiction over it; the other may feel that it has arrived at reality. Each is unable to see the relative nature of the discovery and belief system of the other.

"The feeling of certainty in any one of these discrepant views is accentuated by a process of perceiving events selectively. An individual therefore will usually see in a situation what he expects to see in it; he will usually find supporting evidence for what he believes to be so. He will, that is, force the data to validate his opinion.

High stakes

"When groups are involved the stakes are high. When blacks and whites are the aggressive antagonists, the situation is of crisis proportion.

"A precipitating incident—igniting the conflict—may come in any way. The arrest of a black by a white patrolman coupled with the omnipresent feeling of police brutality can bring to the overt level enough latent hostility to start the fire.

"The confrontation is the news item which the photographer is sent to cover. He arrives on the scene and observes something: a peaceful protest perhaps or a wild melee. He must quickly and carefully sort out the distinguishing elements comprising the ingredients of the clash. The components are: the methods of battle utilized by the adversaries, the nature and range of proponents in each adversary camp, the intensity of the antagonism and the duration of the manifest hostility (unless the confrontation has not as yet run its course). Finally, there is the outcome of the conflict. Of course, the result is a resolution as of the here-and-now; it is a vector of the conflicting forces. But, in reality, it is a way station intermediately located between what was and what will be.

"And all of this occurs within a context—a large picture. While the arrest is being made, the protesting blacks may be an angry group in a relatively unconcerned mass. The news story is not an isolated incident; it is an episode in a milieu.

Awesome challenge

"The challenges facing the photographer are awesome. Again, he is professionally obliged to report accurately, to portray validly. Minimizing the nature and extent of a confrontation is as incorrect as maximizing it. And his task is to capture the essence of the confrontation in every photograph he submits to his editor."

"He can capture this essence," concluded the social scientists, who seldom find that hostile groups approve of press reporting, "by seeing to it that each photograph conveys an inclusiveness—or at least an impression of inclusiveness—of the elements in the conflict model. And, further, he must see to it that these elements are portrayed proportionately. If he has it all there, in the right amounts, relationships and context—and, hopefully, with a dash of the dramatic—he will serve his purpose."

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Black reporter helps mayor to cool off rioters

HARRISBURG, Pa.

The *Patriot-News* newspapers of the Newhouse Group took a community leadership role in recent civil disturbances.

Richard Wilson, black reporter, served on a special committee formed by Mayor Albert H. Straub to address itself to racial tensions and troubled human relations. The State and City governments also had black representatives on the special committee to meet with officials.

James R. Doran, editor of the newspapers, was among the officials of police units and other governmental offices who met with the black representatives.

Doran stressed that the time had come for "immediate" actions, not for "the promises to which black people have been subjected for years."

He said the time had come, too, for an end to the concept of "the black community and the white community, you and us. Together, we are one community."

Civil disorders during the nights of June 23 and June 24 eased following an 8 p.m. to 5 a.m. curfew imposed on the city on June 25 after a black youth was fatally wounded by police gunfire. Police said he was preparing to throw a fire bomb when shot. The curfew was imposed for a five-day period.

St. Croix paper 125 years old

ST. CROIX, V.I.

The *St. Croix Avis*, a Christiansted newspaper, has reached the age of 125 years.

In an anniversary edition, the Avis (pronounced ah-veese) told the history of the Virgin Islands since its inception as a government-subsidized publication under the Danish government in 1844. Long before 1844, however, the paper had been published under several different names, beginning as the *Royal Danish Gazette* in 1770.

In May, 1940, the paper was bought by Anute Brodhurst, Ariel Melchior and Darwin Creque. Creque is an assistant commerce commissioner and Melchior is the publisher of the *Daily News* of the Virgin Islands.

The managing editor of Avis is Jerome Dreyer, a former *New York Times* reporter, who came to the Islands in 1958.

Dreyer says the paper has a circulation over 2,000 in the Islands—"up from just over 250 not too many years ago."

•

Publisher expands business in offset

ROCKLAND, Mass.

Four newspapers in Boston's South Shore area ended 116 years of letterpress tradition.

The four papers of Franklin Publishing Co. Inc., which traces its lineage back to 1853, with the founding of the *Rockland Standard* and the *South Shore Herald*, moved into new quarters which tripled floor space to more than 16,000 square feet. Facilities at the new plant, located on Grove Street in Rockland, were designed to accommodate complete offset facilities.

In moving, the publishing firm eliminated its Duplex flatbed presses, in operation since 1934, in favor of offset printing. Composition will be a combination of hot metal and cold type.

Franklin Publishing also entered the mailing business upon its move, and now offers high-speed addressing for newspapers, shoppers, and bulk mail customers, as well as a computerized occupant or specialized mailing list selection.

The firm publishes two paid-circulation weekly newspapers, the *Rockland Standard*, and the *Witman Times;* one free circulation newspaper, the *South Shore News*, and one *Shopper's Guide*. It also does composition work for other newspapers.

our newspapers offer budget versatility...

and get competitive results.

In Metropolitan Phoenix, VERSATILITY means The Republic and The Gazette. We accommodate advertisers even with small budgets. There's no premium for "prime time." Space on page 3 costs no more than on page 56. We deliver 260,390 total circulation daily (245,818 Sunday) for every advertiser, big or small. However, a commercial message must settle for a proportionately small piece of the action in a market shared by 34 radio and TV stations. We deliver 4 out of 5 households in this million strong market. No other medium in Arizona can make that statement. Try our versatility; contact Howard Ruby, General Advertising Manager, Republic and Gazette, Box 1950, Phoenix, Arizona 85001

The Arizona REPUBLIC Morning and Sunday

The Phoenix GAZETTE Evening

Represented Nationally by Story & Kelly-Smith. Member Newspaper 1.

Artha Garza business grows, so does linage

By Stan Finsness
CAM, Providence Journal and Bulletin

"Artha Garza 'Sells Dallas'" is the advertising battle cry of an enterprising woman who brought her real estate business from four salespeople, two surplus desks and $250 in cash 25 years ago to some 70 salespeople and 4 offices today.

"One of the first things I did," Mrs. Garza told delegates at the 49th ANCAM convention in Portland a few weeks ago, "was develop my slogan, and I found I could fit it in as a 24-point signature. I've used it ever since."

Good advertising on good listings started the ball rolling and it hasn't stopped. "My ad bills were enormous," she said, "but I came to be known quickly. I started to get a lot of clients who came to me because they saw and liked my advertising."

Other real estate brokers came to Artha, too. They told her she was "stupid" to use that 24-point signature. They asked her to cut it out. She didn't. She's still doing it.

A fellow passenger on a recent Saturday morning flight from Chicago to New York had that day's Dallas Morning News. I suppose he wondered what was wrong with me, but after I asked for and he gave me the Classified section, I started to look for Artha Garza's ads. Saturday probably isn't as representative of real estate activity as Sunday, but in that 32-page section, I came across about 600 home-for-sale ads (not counting farms, acreage and ranches) and found 28 ads from Artha Garza. Most of them had a 12 pt. sig "Artha Garza 'Sells Dallas'". Three had "Artha Garza" on one line in 24 pt. with "SELLS DALLAS" centered beneath the name in agate caps.

Here's one of her ads from that Saturday—

"Our Photo Files Save Miles"
14
"LOW 50'S"
"WOODED WONDERLAND"
"COUNTRY ESTATE"
"HEART-OF-PRESTON"
"MUCH-PRIVACY"
"4 BEDROOMS, BATH, DEN"
"STABLES"
"HAVE HORSES"
"APPR. 2 ACRES"
Great drive-up appeal, beautiful tree-shaded; fenced grounds, peach, plum, pear and apricot trees; big bedrooms; many closets; delightful 21' screened porch; 2 log fireplaces, "sweetest Ditch doors." Convenient to all schools, 5 minutes to shopping.
EM 8-6384, Night 241-7368
Artha Garza
"SELLS DALLAS"
Realtor 11606 Preston Rd.

Classified advertising is funny. Especially those single column "straight Classified" ads. No cuts, no borders. Just words, type, white space. The "creative" people in the advertising world would go nuts writing real estate ads every day. Or used car ads. Some of the "best" ads, following all the precepts of good copy, are duds. Some of the ads the experts think are lousy will pull like crazy.

The only important thing in this kind of Classified is measured in results. Inquiries, phone calls, appointments.

"We give newspaper Classified advertising full credit for our success," Mrs. Garza said. "Most of our clients come from our ads. My salesmen use the Classified sections of our newspapers as their Bible.

"Good advertising and good copy help us get listings, and a good listing is more important than a buyer any day!"

What does the prospect want to know most? Mrs. Garza told us, "He wants to know general area, size and price." Of 985 ads checked in a recent paper, she found that only 141 gave some indication of price or terms, only 47 gave all three and fewer than 5% of the ads told the whole story. She says she tries to follow Brisbane's "5 points" for good advertising — make them see it, read it, understand it, believe it and want it.

Mrs. Garza believes in the future of the real estate business: "40 million families buy homes each year . . . real estate will never be less expensive in our lifetime . . . people are educated to the higher interest rates and they'll buy anyway . . . isn't it better to be solvent at 12% than broke at prime!"

Artha Garza, president last year of the Women's Council of the National Association of Real Estate Boards, has done a lot for Artha Garza, but she's done a lot for Dallas Classified, too—I was afraid to count up all the home-for-sale ads with 24 point sigs.

As outgoing ANCAM President Max Taylor said after Mrs. Garza's talk, "Wouldn't YOU like to have an Artha Garza in YOUR town?"

* * *

Ralph Tammariello, CAM, and the *Escondido* (Calif.) *Times-Advocate* should have been included in the ANCAM promotion awards listing (July 5).

* * *

We CAMs are being replaced, did you know that ?

It had to happen sooner or later with all this inventing and all.

General Electric has come up with something "11 feet tall that walks on 4 legs and drinks gasoline".

They're called CAMs.

Short for Cybernetic Anthropomorphous Machine Systems.

Oh well.

* * *

Extra dividend

DETROIT

The board of directors of Booth Newspapers Inc., voted to pay an extra dividend of 12c per share, in addition to the regular monthly dividend of 12c per share, on August 1, to stockholders of record at the close of business July 18. The action was announced by Gordon Craig, president and chairman.

COOL
TEST MARKET FOR
SOFT DRINKS

It's refreshing how sales grow for any grocery store product in the Altoona market when advertising in the Mirror enters the picture. No wonder! Blair County food sales per household are 36% above the state average, and local retailers respond to test programs. One ad medium does it all, reaching 98% of Altoona homes, 4 out of 5 county-wide. ROP color and Hi-Fi both available, too.

Altoona Mirror
ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER
Richard E. Beeler, Advertising Manager

Everything in Baltimore revolves around The Sun

...that's why Baltimore department stores place 74% of their newspaper advertising in The Sunpapers Morning Evening Sunday

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee • Los Angeles, New York, San Francisco, Chicago, Detroit, Atlanta, Philadelphia, Minneapolis, Boston

We believe they're worth listening to.

And what we're hearing is a good sound, Because these kids are members of the Greater Bostonians...81 teen-age singers and musicians from 37 Greater Boston high schools. To them, hard work—cooperation—involvement—discipline are not dirty words. And their poised, polished performances on television and records show it. Great kids. Thinking kids.

We believe thinking kids are worth listening to. So the Herald-Traveler Corporation sponsors the Greater Bostonians. And the Repertory of Classical Drama. And Student Government Day, "Classroom 5," the Children's Book Fair...exciting, stimulating projects specifically designed to help kids think for themselves.

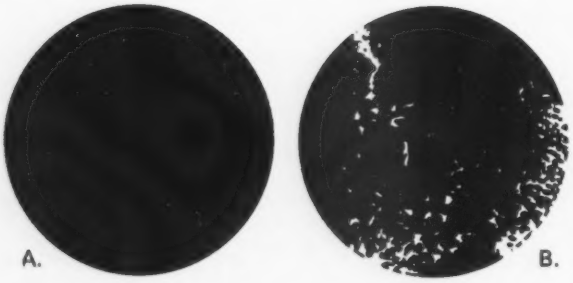
Pretty soon now, the kids will be taking over. We'd better make sure they're thinking kids.

The Boston Herald-Traveler Corporation is doing something. HTC

The Boston Herald Traveler Newspapers
WHDH Radio/AM • FM • WHDH Television

Karen Pisani from Revere, Mass. and Lee Wolloff of Dedham.

Certified dot story...#2



They're enlarged dots from different halftone prints.

Dot "A" is solid.

The halftone has brilliant blacks.

Dot "B" has breaks in its surface.

In the halftone, blacks appear as muddy grays.

Want solid, healthy dots?

Use Certified Dry Mats, for excellent halftone reproduction.

Certified Dry Mat Corporation, Dept. P, 555 Fifth Ave., New York, N. Y. 10017

CERTIFIED DRY MATS

Used as the standard of excellence since 1924

Broad computer service set up for newspapers

Talcott National Corporation, parent-holding company of James Talcott Inc., and the Evening Star Newspaper Company, publisher of the *Washington* (D. C.) *Star*, have formed a joint venture to develop and market computer systems and programs.

The announcement was made by Herbert R. Silverman, Talcott National chairman, and John H. Kauffmann, president of the Star.

The new company, Tal-Star Computer Systems Inc., has been organized to provide a broad range of computer-oriented services to the newspaper, television and radio industries. Among the services offered will be computer systems and programming, consulting, installation management and time-sharing services.

Kauffmann said Tal-Star has been formed initially to answer the computer capability needs of the newspaper industry and help close the widening gap between computer technology and its application to a wide range of newspaper activities. In addition to assisting current computer users in expanding the effectiveness of their installations, the data processing experience represented by Tal-Star personnel will enable other newspapers to make economical use of computer systems.

Truman F. Rice, vicepresident of James Talcott Inc. and general manager of Talcott's computer leasing division, has been designated the Tal-Star chairman. Ira S. Zweifler, vicepresident of Talcott's leasing division, has been elected president, with Edward H. Fawsett, assistant to the president of the Washington Star, named vicepresident and treasurer of Tal-Star.

•

Editor of newspaper named bank director

NEW BRITAIN, Conn.

For probably the first time in the city's history, a woman has been elected a director of a local bank.

She is Mrs. Roderick H. Brown, editor of the *New Britain Herald*, who was elected a corporator and director of the Burritt Mutual Savings Bank.

Named editor of the Herald in April, Mrs. Brown has served on the newspaper since 1951 in various capacities, including reporter, editor of the Modern Living pages and executive editor.

Piedmont vote clears way for Media General

RICHMOND, Va.

The board and stockholders of Piedmont Publishing Company of Winston-Salem, N. C. have approved corporate action that will make Piedmont a wholly-owned subsidiary of Media General Inc. This follows similar action by the board of Media General.

Stockholders of Piedmont will receive 400,000 shares of Media General Class A stock in the merger exchange, which is expected to be consummated on or about August 1.

At the same time, it is expected that Richmond Newspapers Inc. will also become a wholly-owned subsidiary of Media General, based on stockholder approval of such action at the recent annual meeting of RNI.

Principal officers of Media General are D. Tennant Bryan, chairman, and Alan S. Donnahoe, president.

The morning, evening and Sunday newspapers published by Piedmont in Winston-Salem have combined daily circulation of 126,274 and Sunday circulation of 97,024.

The memorandum of intention between Media General and Piedmont, was first announced on June 6.

•

Papers give staffers cost-of-living raise

ST. PETERSBURG, Fla.

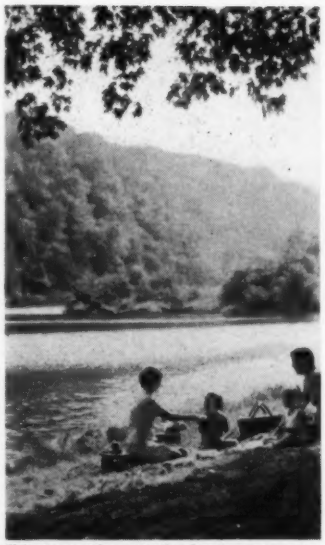
The Times Publishing Company here has adjusted staffers' incomes to meet the rising cost-of-living.

John B. Lake, general manager, said the cost-of-living salary and wage adjustment for *St. Petersburg Times* and *Evening Independent* staffers will be paid quarterly, based on percentage differences calculated nationally by the Bureau of Labor Statistics.

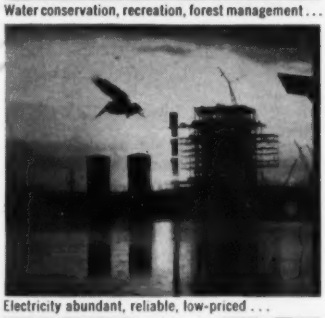
The BLS reported a 5.7% cost-of-living increase the first quarter of 1969 over the same period in 1968. So, all Times Publishing staffers of record on the last day of the first quarters have received a supplemental paycheck of 5.7% of their total base pay for that quarter.

Lake said future quarterly supplements will be paid whenever the differential is 1% or more. The quarterly supplements will have no bearing on merit raises, he said.

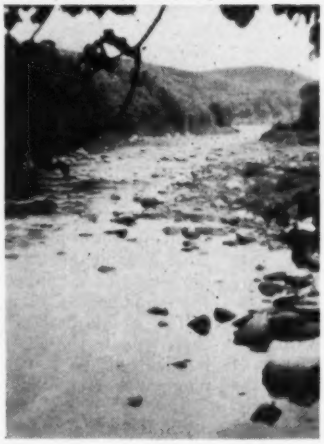
It's your picnic.



Water conservation, recreation, forest management . . .



Electricity abundant, reliable, low-priced . . .



And we electric light and power companies are glad to have a part. We've opened up thousands of acres of land so people can enjoy them.

Camping grounds, recreation areas, wildlife preserves, better environment—they're a way of life with us, and have been for many years.

We do our best to preserve this land we all live in—to share it with you as we work constantly to keep electricity plentiful, reliable, low in price.

That's one of the great things about free enterprise in the electric light and power industry: we know that the best way to make business better for ourselves is to keep making life better for you.

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1345 Ave. of the Americas, N.Y., N.Y. 10019.

Protection of wildlife, aquatic life, plant life . . .

More than $100 million for cleaner air last year alone

Why Give Up A Good Thing?

by
Julian P. Van Winkle, Jr.
President

Old Fitzgerald Distillery

Louisville, Kentucky
Established 1849

Nothing ruffles my usually calm disposition more than to hear it said that Bourbon is not a "summer" drink.

Proponents of this heresy usually recommend as Bourbon's summer replacement some sweetly exotic concoction—whose cooling powers, they claim, rival those of an air conditioner.

My reaction is like that of the old country fellow who'd begun to have trouble with his hearing. Finally, at the insistence of a garrulous wife, he saw his doctor, who told him his hearing might be helped if he gave up his daily dram of whiskey.

When his wife demanded if he intended to follow this advice, the old gentleman countered: "Absolutely not. I like what I'm drinkin' a whole lot better than what I'm hearin'."

Why give up the fine, mellow taste of a good old Sour Mash Bourbon? Especially when you don't have to.

Several years ago we discovered the perfect replacement for your regular OLD FITZGERALD: the FITZ MIST. It doesn't compromise your palate or your patience. And it doesn't adulterate the flavor and character of our OLD FITZGERALD.

Merely pour a jigger of OLD FITZ over a glass of crushed ice. Add a twist of lemon. And in one of the most easily made summer drinks, you enjoy the most expensively *made* Bourbon in Kentucky . . . and probably in the world.

Now we don't expect this to permanently replace your customary drink of OLD FITZGERALD. But should you be tempted to vary your summer enjoyment of our fine, old-fashioned Bourbon, I submit that a FITZ MIST is the way to do it.

Why give up a good thing?

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Made in U. S. A.

In Paul Crume's column

Yes, there really is a Lariat, Texas

By Carlton Howers

AMARILLO, Tex.

Paul Crume, the oft-honored and widely read front page columnist for the *Dallas Morning News*, retreats at regular intervals to his boyhood days in West Texas. Combining his nostalgia with wit in an almost perfect mixture, he brings to life much of that Americana which seems to have long since passed on to the Great Playground Up Yonder.

If kids still turn over outhouses on Halloween, no one says much about it anymore. If they fly home-made kites that stay up for a week at a time they don't seem proud enough of the accomplishment to let it be too widely known.

The site of Crume's childhood glory is, journalistically speaking, Lariat, Tex. Some say it is a town fabricated from his own wild imagination; others locate it as a tiny dot on the map, nine miles from the Texas-New Mexico state line.

Crume once described Lariat in his book, "A Texan at Bay," thusly:

"Thirty years ago Lariat was a grain elevator on the Santa Fe tracks, a cotton gin, a combination filling station-store-post office and a small white church with a half-dozen nearby farmhouses for a residential section . . ."

Take leave of Highway 84 today and one is quickly made aware of the fact that Lariat, Tex., is *still* a grain elevator on the Santa Fe tracks, a cotton gin, a filling station-store-laundry combination (all now deserted), a small white church, with a half dozen nearby farmhouses for a residential section.

To be sure, there have been some changes. The post office is now located in the living room of Mrs. Aza Smith's home and the Lariat Fertilizer Co., is thriving. Charlie Felts closed down his filling station-grocery-laundry a few years back and made the nine-mile move to Farwell and there is evidence that at one time someone made a game but futile attempt to attract travelers with a tourist court.

The John Deere sign which is the only hint of welcome is laced with lint from the cotton gin and barbed wire fences provide the last barrier for wandering tumbleweeds.

Though there is no city limits sign to give credence to the fact there were, at last count, 211 people reportedly living in Lariat. One might, with considerably sound reasoning, assume that the census taker was either a person of abounding generosity or that each home which lines the only street in town houses several generations.

All facts which are minor. That there really is a Lariat, Tex., and that it is as Crume has described it lends reliability to the things which he writes.

Still, look though you might, there is not one single Crume among the hamlet's residents. The ten minute trip to Farwell will, however, locate you where, as late as 1954, there were eighteen Crumes in the audience when Paul returned to address the Farwell High School alumni banquet in the school cafeteria.

Farwell is a bustling community where one can still get a haircut for a buck and a quarter, hear the best of Kitty Wells and Buck Owens on the juke box down at the cafe, shoot a game of pool, see a movie on the weekends, and meet most of the 1,009 residents on any given Saturday afternoon simply by standing in the doorway of the Piggly-Wiggly Store.

Crume, in his literary efforts, is quick to inform you that Farwell is but one of the many suburbs of Lariat. Others include Lubbock, Amarillo, Los Angeles, and New York City.

However, for the purposes of taxation and mail delivery, the Crume homestead was registered in Farwell, which is named for John and C. B. Farwell, who built the Texas State Capitol building back in 1880 in exchange for three million acres of state land. What they d not use for Farwell proper th turned into the XIT Ranch.

The weekly State-Line Tr une, a sturdy establishment cated just across the street fr the courthouse and one bl up from the coffee shop, th enabling a reporter to gat the legitimate news and best the local gossip in only t stops, recently pointed out th if the time Crumes have sp in Farwell High were combin it would amount to somethi like 117 years.

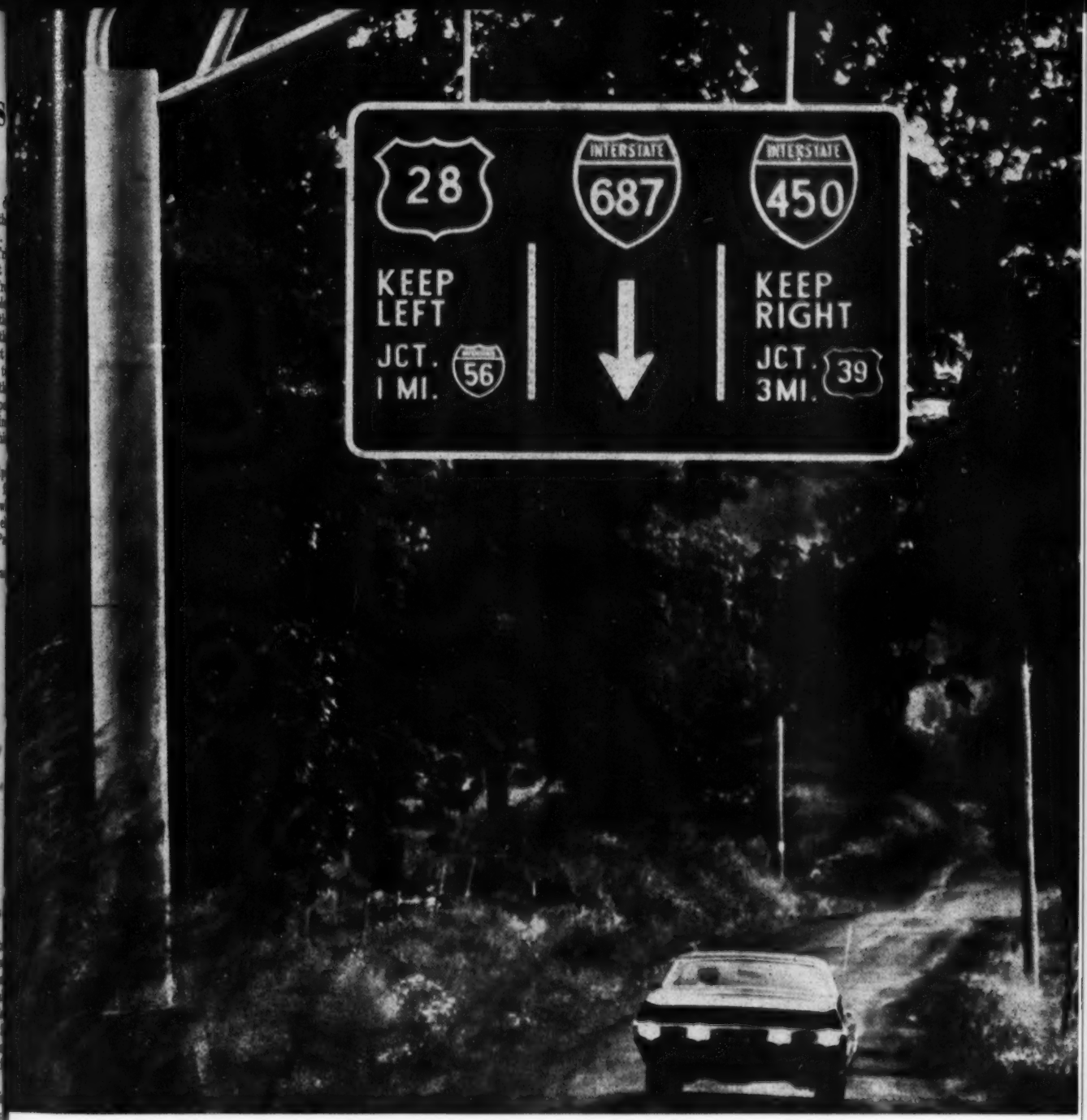
As a youngster, Paul help his father operate a dray f the benefit of townspeople w needed water or anything e hauled. And, all the while, Pa was charting his destiny.

While his seven brothers a sisters engaged in the games childhood and the chores rural living, Paul was mast ing the art of typing. In a n tion of the world where the o signs of literature are gener the Holy Bible, the Sears & Ro buck catalog and, maybe, a Joseph's Aspirin calendar, Pa dreamed of one day working the New York Times.

His first step (after breaki his leg while playing freshm football) was to toil as a boy porter for the local paper. A night he would plot short stori built around the swashbuckli devil-may-care characters whi served as heroes for adolescen A few of his best efforts fou their way to the editors of su publications as Ranch Roman magazine.

"I've gone to sleep many night listening to the peckin' his typewriter," recalls young brother Joe, who now lives j beyond the Farwell city lim

(*Continued on page* 30)



Where would we be without the Highway Trust Fund?

Imagine America today without the new 42,500 mile National System of Interstate and Defense Highways—if you can. It's almost unthinkable. Yet, without the Highway Trust Fund, it probably wouldn't be there.

The Highway Trust Fund is the repository of all federal highway user taxes—yours and ours—from which monies are drawn to pay for the new Interstate System.

In recent years, federal taxes on trucks have more than doubled to help provide revenue for the Fund. These taxes now include 10% of the manufacturers sales price on trucks and trailers; 10 cents per pound on tires; 10 cents per pound on inner tubes; 5 cents per pound on retread rubber; 4 cents per gallon on motor fuel; 8% on parts and accessories; 6 cents a gallon on lube oil; and on the larger trucks, a special annual tax of $3 per 1,000 pounds.

A lot of taxes? Yes. Actually, although trucks represent only 16% of registered motor vehicles nationwide, they pay one-third of all state and federal highway user taxes. (A typical 5-axle tractor-semi-trailer combination, for example, in a single year pays an average of nearly $3500. Some pay even more.)

Yet the Interstate network is vital to our security and our economy. Where would we be without the Highway Trust Fund? Well...look at the photograph above.

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The Fototronic-CRT typesetter is just one example of the many ways Harris-Intertype is using digital technology to develop new equipment for improving communications between man-and-man, man-and-machine, machine-and-machine.

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news-people

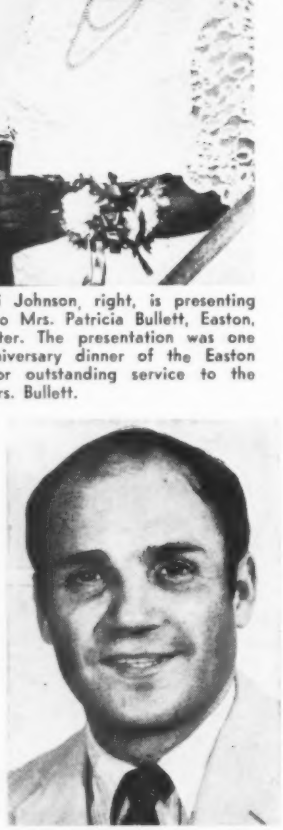
REPORTER HONORED—Mrs. Neci Johnson, right, is presenting an award for outstanding service to Mrs. Patricia Bullett, Easton, (Pa.) Express women's news reporter. The presentation was one of several made at the 25th anniversary dinner of the Easton Area NAACP. The award was for outstanding service to the NAACP by Mrs. Bullett.

Stolpe is publisher of Hotel-Travel Index

Bert Stolpe has been appointed publisher of the *World-Wide Hotel and Travel Index* and other travel-oriented directories produced by the West Coast offices of Robinson-Ingledue Travel Publications.

Stolpe joined the former Ingledue Travel Publications Company in early 1967 and was named associate publisher and director of marketing of the Hotel and Travel Index upon acquisition of the firm by Ziff-Davis Publications of New York late last year.

Stolpe is a former executive of the *Des Moines Register & Tribune*. In 1950 he served as president of the National Newspaper Promotion Association.



GREGORY E. FAVRE is the newly named editor of the Palm Beach (Fla.) Post, now a Cox newspaper.

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Two from Dayton move to Palm Beach Post

W. PALM BEACH, Fla.

Gregory E. Favre has been named editor of the *Palm Beach Post*.

The announcement was made by Robert W. Sherman, president of Palm Beach Newspapers Inc.

Favre, 34, has been managing editor of the *Dayton Daily News*, another in the chain of newspapers owned by Cox Enterprises, new owners of the Post. The *Palm Beach Times*, *Palm Beach Daily News*, *Palm Beach Life* and the *Delray News-Journal*.

On the Post, Favre succeeds R. H. Kirkpatrick who remains as editor of the Palm Beach Times.

"The two newspapers will operate separately from each other with independent editorial voices," Sherman said.

Favre, born in New Orleans, grew up in Bay St. Louis, Miss., where he graduated from St. Stanislaus College. He attended Tulane University before transferring to Louisiana State where he majored in political science.

He started his newspaper career on his father's weekly. He began his daily newspaper experience in 1956 in Jackson, Miss., as a sportswriter on the *State Times*. He moved to the *Jacksonville Journal* and then to the Cox-owned *Atlanta Journal* where he served as assistant sports editor.

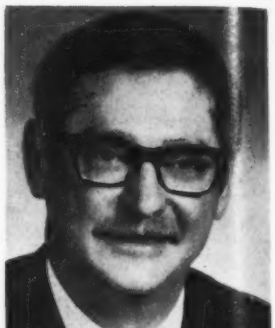
In 1963, he left the Journal to become an administrative aide to U. S. Rep. Charles L. Weltner, who later gave up his congressional seat rather than support Lester Maddox as Democratic candidate for governor of Georgia.

Favre joined the Dayton Daily News as assistant Sunday editor and shortly thereafter became Sunday editor. In 1967, he was named assistant managing editor.

He became managing editor in 1968.

Robert J. Nangle, formerly an editorial writer with the *Dayton Daily News*, will be associate editor of the Post.

Nangle, 40, is a 12-year newspaper veteran. He graduated from the Ohio State University Journalism School in 1957 and served as a reporter on the *Grand Junction* (Colo.) *Daily Sentinel*, the *Salt Lake City Tribune* and the *Salinas Californian* before moving to Dayton in 1959.



WILLIAM B. BROTHERS, director of sales and marketing for the Longmont (Colo.) Daily Times-Call and Loveland Reporter, has been appointed vicepresident of marketing, sales and production of the Times-Call. Before going to Longmont he was advertising manager of newspapers in Kansas and Vermont.

JAN UDO WENZEL, former news editor of the *North Bend* (Oregon) *Sun News*—to reporter at the *Klamath Falls* (Ore.) *Herald and News*.

* * *

AL HANCOCK—from classified advertising salesman, to retail advertising manager at the Oklahoma City *Oklahoma Journal*. ROLLIE D. HYDE—classified advertising manager to advertising director.

* * *

JOHN E. CARTER, city editor of the *Lewiston* (Ida.) *Morning Tribune*—to assistant managing editor.

* * *

HARRILL BJORNSON, formerly editorial writer for the *Vancouver* (B.C.) *Province*—to the *West Vancouver* (B.C.) staff of the *Citizen*.

* * *

FRED F. ENDRES, former instructor in journalism at the University of Toledo (Ohio)—to the editorial department of the Merkle Press, Washington.

* * *

EUGENE L. MARTIN, executive editor of the *Waterbury* (Conn.) *Republican* and *American*—elected president of the *Connecticut UPI Newspapers Association*.

* * *

WILLIAM KELLY, former *Newark* (N.J.) *Star-Ledger* staffer—to copy desk at the *Waterbury* (Conn.) *Republican*.

* * *

EDDIE OLSEN—from sports editor of the *Hammond* (Ind.) *Times* to city desk of the *Philadelphia* (Pa.) *Inquirer*.

in the news

KEN FRANCIS, former managing editor of the *Kokomo* (Ind.) *Morning Tribune*—to news editor of the *Antioch* (Calif.) *Daily Ledger*.

* * *

WILLIAM D. MURRAY JR., president of Valley Newspapers—elected president of the *Hoosier State Press Association*.

* * *

FRANK D. GALEY JR., former reporter for the *Delaware County Daily Times*, Chester, Pa.—named sports information director and assistant news bureau director at La Salle College, Philadelphia.

* * *

JAMES G. GIES, a former reporter for the *Spokane* (Wash.) *Spokesman-Review*, and a Syracuse University news bureau staffer since 1963—promoted to assistant director of the bureau.

* * *

G. FREDERICK MOHN, editor and manager of the Detroit bureau of *United Press International*—named associate director of public information at the University of Illinois at Urbana-Champaign.

* * *

ROLAND R. MOORE, JR., publisher of the *Skokie* (Ill.) *News*—appointed regional administrator of the General Services Administration.

* * *

DON REIS, a former advertising manager for the *New York World Telegram & Sun*—now manager of the alcoholic beverage classification in the *Look* magazine ad sales department.

* * *

DON TEVERBAUGH, former business editor of the *St. Petersburg* (Fla.) *Times*—named editor of the *Florida Trend* magazine.

* * *

ANTHONY R. CANNELLA, former staff reporter for the *Delaware County Times*, Chester, Pa.—to St. Joseph's College as news service director, succeeding WILLIAM J. SPEERS—now assistant editor of the Sunday supplement, *Today*, of the *Philadelphia Inquirer*.

* * *

MAURICE R. LABELLE, staffer of the *Coral Gables* (Fla.) *Times* and *Guide*—honored by the Metropolitan Dade County Association as "outstanding citizen," and cited by Mayor Hall for his "factual, precise, fair and superior reporting of County affairs."

* * *

THOMAS S. JENKS—from assistant city editor of the *La-*

LLOYD F. MC CORMICK, a 35-year employe of the newspaper, has been appointed managing editor of the Crawfordsville (Ind.) Journal-Review. He joined the J-R as sports editor in 1933. During World War II he was a Navy censor in Hawaii.

Crosse (Wis.) *Tribune*, to editorial page editor of the *Montana Standard* at Butte.

* * *

HUDSON D. WILLSE JR. formerly of the *Billings* (Mont.) *Gazette*— promoted from sports writer to sports editor of the *Montana Standard*.

* * *

ARCHIE C. SALYARDS—from the *St. Paul* (Minn.) *Dispatch* and *Pioneer Press* to editorial writer at the *Duluth* (Minn.) *Herald* and *News Tribune*.

* * *

DEWEY BERSCHEID — from metropolitan affairs reporter to editorial writer at the *St. Paul Dispatch* and *Pioneer Press*.

* * *

MRS. HELEN SHERMAN, former associate publisher of the weekly *Heppner* (Ore.) *Gazette-Times*, has succeeded her late husband as publisher. KIT ANDERSON, who joined the staff earlier this summer as news editor and advertising manager, will become managing editor.

* * *

WALTER SUFT, community relations manager for Phoenix (Ariz.) Newspapers, has been elected to a three-year term on the board of directors of the Valley of the Sun Convention Bureau.

* * *

EDWARD BOETTCHER has been named city circulation supervisor of the *Fargo* (N. D.) *Forum*. He most recently was on the sales staff of Muscatell Chevrolet there.

* * *

JACK B. HESS—promoted to city editor of the *Crawfordsville* (Ind.) *Journal-Review*, succeeding LLOYD F. MCCORMICK, now managing editor.

* * *

EUSTACE GAY SR., president and general manager of the *Philadelphia* (Pa.) *Tribune*, 84-year-old Negro bi-weekly—honored at testimonial attended by business, industry, political and religious leaders.

* * *

JOHN MADDERY—promoted to assistant sports editor of the *Fort Lauderdale* (Fla.) *News*.

* * *

RICHARD A. MYERS, of the *Danbury* (Conn.) *News-Times*—named advertising director. ERIC S. LARSON—to retail advertising manager. HAROLD E. GRAVES—to special advertising sales manager.

* * *

DANIEL H. RIDDER, co-publisher, *Long Beach* (Calif.) *Independent*, *Press-Telegram*—elected chairman, California State College Board of Trustees.

* * *

JACK B. LINDSEY, vicepresident of Early California Industries—appointed publisher of the *Clarke* (Ore.) *Press*, a Portland suburban weekly. ECI and Clarke Publishing Co. are merging.

* * *

ED WALTHAL—from publisher of the *Leominster* (Mass.) *Enterprise* to publisher of the *Palatka* (Fla.) *Daily News*.

* * *

THOMAS A. ROBERTS, assistant to the editor of the *Canton* (O.) *Repository*—to the *Oxnard* (Calif.) *Press-Courier* as editor, replacing DOUGLAS O. HOPE, who has joined the new staff of the *Sacramento Bee*.

* * *

HARVEY GRAY—from night city editor of the *Billings* (Mont.) *Gazette* to editor of the *Carson City* (Nev.) *Appeal*.

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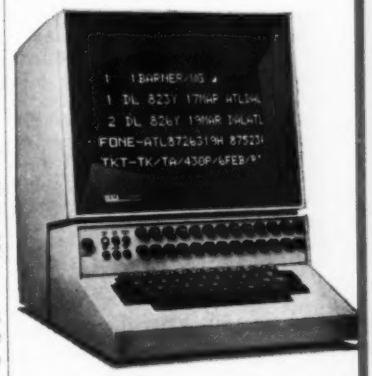
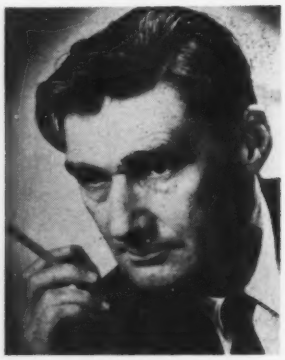


Delta is ready when you are!

Lariat, Texas

(*Continued from page* 22)

"He'd sit in an old cane-bottomed chair with that typewriter balanced on his knees, working away. He was always the bookworm of the family—the one we went to when we wanted to know something."



Paul Crume

That many of his boyhood experiences have reached the printed page nine miles removed from where most of them actually happened is no great crime against the world of letters. It might, in fact, be viewed as a gesture on the author's part to give a struggling neighbor a helping hand.

If he rode a contrary burro named Pete or launched a kite which reached halfway to Clovis or smoked cedar bark behind the barn, it likely happened in Farwell but was somehow transferred down Highway 84 until it mixed with the life of Lariat. Perhaps, brother Joe reasons, the tricky West Texas wind had something to do with it.

And, since a number of mischievous escapades were recorded during the years of his youth it is hard to accuse Paul and his companions of restricting their activity to the boundaries of just one set of city limits signs.

That the kerosene lamps which were to light the old Model T (upon the demand of Texico Constable Sam Hoffman) were found in the attic of the Ford House in Farwell and not Lariat seems to matter little. Had there been a Ford House in Lariat it might well have furnished the necessary lighting for those Saturday night trips to Clovis to watch Hopalong Cassidy and Buck Jones as they made the western world a safer place for us all.

W. W. Vinyard, the retired Santa Fe depot agent who can remember Paul long before he started wearing a tie and began resembling a happy-go-lucky Gregory Peck, regularly has clippings of Crume's "Big D" sent to him by a niece living in Dallas. They are passed around and generally find their final resting place on the shelf above Mrs. Joe Crume's kitchen stove.

Their creaking windmills, the cries of the whippoorwills, heard but never seen; the neighborhood camaraderie, a byproduct of the lonely, far-reaching plains country, are brought vividly to mind in his columns.

Paul Crume is still a dreamer. Of bygone days, perhaps, moreso than those which lie ahead. One, however, no longer exists. His byline will never grace the pages of the *New York Times*.

Following his graduation from the University of Texas, he and friend, Bernard Brister, embarked for New York, planning to work along the way to finance the trip. A UT professor called the managing editor of the Morning News to advise him they were coming and to be sure not to let either of them get away.

Paul, much to the delight of his readers, never has.

PROVIDENCE JOURNAL-BULLETIN

producer

Time is set for Sundown in England

LONDON

The *Sun*, first newspaper in British history to hit two million circulation, has announced it will go out of business next January unless new owners come to the rescue.

Hugh Cudlipp, chairman of International Printing Corp., said his company could no longer bear the losses incurred by the Sun, amounting to over $28.8 million in the past eight years.

The newspaper's only chance of survival is to be taken over by another publishing tycoon—Laborite lawmaker Robert Maxwell, who recently sold his $72 million Pergamon Publishing Co., to the American Leasco Data Processing Co.

Maxwell has said he would like to keep the Sun in existence as a nonprofit foundation with allegiance to the ruling Labor party.

International bought control of the Sun from the Trades Union Council in 1964 and guaranteed it until January 1970. Previously it had been known as the *Daily Herald* which during the 1930s commanded the loyalty of working class readers and its circulation shot up to two million.

After World War II, a younger and more sophisticated readership tired of its traditional image. Circulation during the past eight years slumped to one million and advertisers began to pull out.

The closing, if it comes, will hit the jobs of 280 newsmen and 1,700 other staff members. IPC continues to publish the five million circulation Daily Mirror and the Sun's prosperous Sunday version, *The People*.

Mike Randall, former *Daily Mail* editor, now managing editor (news) of the *Sunday Times* and nominee editor of Maxwell's projected *Sun*, spoke of his hope for the new tabloid . . . that it will capture the readership the present *Sun* missed.

Its market would be among the "genuine Radicals, not necessarily young", he says.

"When the *Sun* launched it had the right theme—that people were dissatisfied with existing newspapers—but it didn't supply the need. I believe people are still dissatisfied.

"There is a place for this kind of paper; it could be a great thing.

"I see it as rather more serious than the *Mirror*. Although it would be a Labor paper, it would be free to criticize Government policy whether Labor is in power or not and it will be free to comment on the party itself."

The *Sun* is very much an uncertainty, he says, but he believes it can work if it can overcome its initial problems of getting off the ground.

•

College opens historic plant for typesetting

SAN LUIS OBISPO, Calif.

Historic printing equipment restored by students of a college department nicknamed the "School for Country Printers" was opened formally to the public here recently.

The Shakespeare Press Museum of California State Polytechnic College collected by the late Charles Palmer was willed to the California Newspaper Publishers Association with provision it might be turned over to the local college.

Assembled by a former Fresno, Calif., newsman who for the last 30 years of his life was a public relations representative for Pacific Gas and Electric Co., the equipment includes historic type fonts once used in printing Gold Rush era newspapers.

The initial moves for the museum actually began long before Palmer's death. In 1950 he shipped a Washington hand press, a Curtis and Mitchell 6 x 9 job press and a Dr. Miles proof press here. Robert Kennedy, former San Diego newsman and now CSPC president, was then a teacher in the printing department here headed at that time by Bert Fellows.

J. Hart Clinton, president, California Newspaper Publishers Association, credited the development to Palmer with top assists from Fellows and the late John B. Long, long general manager, CNPA, in his message formally opening the extensive collection.

The Shakespeare Press Reproduction Service enabling reproduction of early type has been established to assist the college scholarship fund, Clinton explained. There are 230 fonts and 168 different type faces.

Clinton's message was delivered at an Editor's Workshop seminar here. Speakers also included Howard Taylor, E&P makeup columnist, and Jim Vestal, photo editor, *Sacramento* (Calif.) *Union*.

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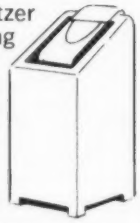

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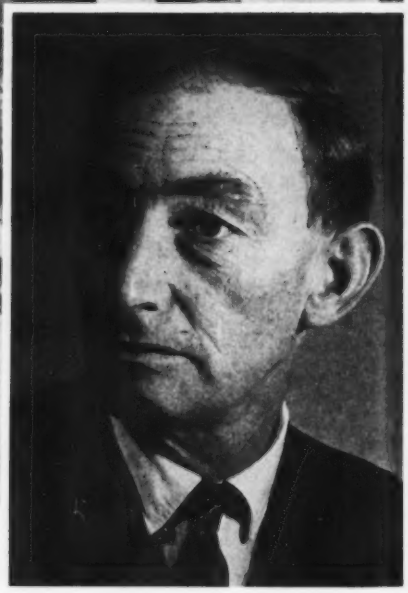

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CN—Crux News Service
CNI—Consumer News Inc.
CNS—Copley News Service
COA—N. E. Coan
COI—Coin-Stamp-Medal World
COL—Coleman Advertising Service
COM—Cartoons-of-the-Month
COO—Cooke & Evans Enterprises
CP—Central Press Association
CPS—Community Press Service
CQ—Congressional Quarterly Service
CRA—Craft Patterns
CRE—Creative Features
CRP—Criswell Predicts
CRU—Joseph G. Crump, Sr.
CS—Christensen Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Feature Service, Ltd.
DAK—Dalzell and Karch Enterprises
DDS—Doubleday Syndicate
DET—Detjen Philatelic News Service
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DHS—Donen Humor Service
DIC—Dickinson Newspaper Services, Inc.
DIS—Dispatch News Service
DOR—Dorex Features International
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DWL—Douglas Whiting, Ltd.
EBS—Editorial Board Syndicate
EC—Editor's Copy
ECI—Editor's Choice, Inc.
ECS—Editorial Consultant Service
EDI—Editorial Cartoons by Gar
EDM—Edman Co.
EDR—Editorial Research Reports
EDW—Editor's Workshop Syndicate
EES—Editorial Enterprises Syndicate
EFS—Express Features Syndicate
ENG—S. & D. English
ENT—Entertaining, U.S.A.
EP—Editors Press Service, Inc.
EPS—E.P.S. News Syndicate
FA—Fairchild Publications
Includes Daily News Record, Home Furnishings and Women's Wear Daily
FED—Federated Features, Inc.
FF—Formath Features
FJM—Frank Jay Markey Syndicate
FNS—Foreign News Service
FOR—Fortune Features
FOU—The Four Corners Syndicate
FRA—Bailey R. Frank
FRY—William R. Frye
GA—David C. Gardner
GBR—E. T. Grandy Book Review Syndicate & News Features
GEL—Gelman Feature Syndicate
GF—Gates Features
GFC—General Features Corp.
GG—Golden Gate Features
GJS—GreeJay Service
GLA—Allen Glasser
GLE—Norma Gleason
GLN—Glanzer News Service
GLP—Globe Photos, Inc.
GLS—Globe Syndicate
GRA—Graphic Features Syndicate & Graphic News Photos
GRE—Arthur S. Green
HAL—Meg Hale
HAM—Rose Irene Hammer
HAR—Harvard Features Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEA—Heavenly Comics Syndicate
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HIG—Highway Safety Features
HIS—Hollywood Informer Syndicate
HLW—Hollywood Press Syndicate
HMK—Hallmark Features Syndicate
HN—Hubbard Newspaper & Mag. Syndicate
HOM—HomOgraf
HOO—Hooper Publishing Corp.
HPP—High Plains Publishers, Inc.
HPS—Hopkins Syndicate, Inc. The
HTF—Home Town Flavor
HUS—Humor Societies of America
HYM—Dick Hyman
ICS—Intercity News Service
INF—International News Features Syndicate
INR—International Religious News Service
INT—Inter American Features
JEB—Joe E. Buresch
JL—Jeffrey Lee Syndicate
JTA—Jewish Telegraphic Agency, Inc.
KEA—Keister Advertising Service, Inc.
KFS—King Features Syndicate
KI—Kirk Syndicate, The
KPA—Keystone Press Agency, Inc.
KRE—Ernie Kreiling
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Familiarization Institute
LCA—Luther Church in America, Commission on Press, Radio and TV
LED—Ledger Syndicate, Inc.
LOR—Sterling Lord Agency, The
LTWP—Los Angeles Times/Washington Post News Service
LUI—Lui Associates Arts
LUK—Fred Luks
MAG—Magazine Features Service
MAT—Marie Mattson
MCF—J. David McFarland
MCN—McNaught Syndicate, Inc.
MEA—C. Stewart Mead
MED—Media Features Syndicate
MEM—Memory Quiz
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Features
MLN—Miller News Service
MM—Minute Message
MME—Mel Martin Enterprises
MNS—Morris News Service
MOD—Modern Education Publishers
MOF—Moss Feature Syndicate
MOH—Berta Mohr Fashion Syndicate
MOS—Mort Olshan Sport Features
MP—Magnum Photos, Inc.
MS—Monitor News and Feature Services
NANA—North American Newspaper Alliance, Inc.
NAT—National Urban League
NCR—National Council Religious Features
NCW—National Catholic Welfare Conference
NE—Newsday Specials
NEA—Newspaper Enterprise Association
NEP—National Education Program
NEW—New York Today, Inc.
NFS—Newsweek Feature Service
NIE—T. A. Nielsen
NNS—National Newspaper Syndicate, Inc. of America
NP—News Portraits
NPB—Nationwide Plan Book Co.
NUM—Numismatic Information Service
NWS—Newspaper Features
NYT—The New York Times News Service
OBR—Bernard O'Brien
OHF—Osborne House Feature Syndicate
OPS—Oceanic Press Service
PE—William S. Penfield
PEA—Charles D. Pearson
PED—Inez & Cecilia Pedroza
PF—Phoenix Features
PHS—Publishers-Hall Syndicate
PI—Picturemakers
PIP—PIP Photos, Inc.
PR—PR Newswire
PRB—Press Radio Bible Service, Inc.
PRO—Prol Publishing
PRW—PR Wire Service, Inc.
PT—Creighton Peet
PWF—Press Wire Feature Services
QAS—Quality Art Service
QUI—QuidnunX Productions
RA—Sandy Raines Features
REH—Charles Rehns
REY—Ken Reynolds Newspaper Services
RNF—Religious News Features
RFS—Reynolds Feature Syndicate
RGB—Rapid Grip and Batten, Ltd.
RMN—Ralph Morgan and Associates
RNS—Religious News Service
ROB—Robbins & Associates
ROO—Edith Kermit Roosevelt Syndicate
ROS—Elinor K. Rose
ROY—Royal Features
RS—Russell Service, The
RTS—The Register and Tribune Syndicate
RUS—Russell Enterprises, Inc.
RWK—RWK Studio
SA—Soccer Associates
SAF—Seven Arts Feature Syndicate
SAS—S. A. Siciliano
SAT—Saturday Review
SCO—D. E. Scott Newspaper Service
SCS—Science Service, Inc.
SE—Saunders Enterprises
SF—Superior Features Syndicate, Inc.
SFS—Snappy Filler Service
SHP—Small House Planning Bureau
SIA—Strange As It Seems
SIE—Harold J. Siesel Co. Inc.
SM—Al Smith Feature Service
SOP—Service Offset de Presse
SPA—Kenneth R. Spangler
SPE—Specialty Features Syndicate
SPS—Spadea Syndicate, Inc.
SS—Saguare Syndicate
STA—State Cartoon Service
STF—Standard Filler Service
STO—Stock Market Graphic Features
STP—Standard Press Association
STR—Star Service Syndicate
SYN—Syndication Counsellors
TCN—Twentieth Century News Syndicate
TEE—Teenage Corner
THO—Daniel V. Thompson
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TRA—Tray Productions, Inc.
TSS—Toronto Star Syndicate
TTS—Toronto Telegram Syndicate
TWS—Transworld Features Syndicate, Inc.
UB—U-Bild Enterprises Syndicate
UFS—United Feature Syndicate, Inc.
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPA—Universal Press Association
UPI—United Press International
UPN—United Press International Newspictures
UPIC—United Press International of Canada, Ltd.
USA—U.S.A. Syndicate
VAZ—Vaz Diaz International, Inc.
WAG—Philip Wagner
WAL—William Wallace
WBE—World Book Encyclopedia Science Service, Inc.
WBT—Washington Bank Trends
WCS—Willow Creek Syndicate
WDS—The Words Co.
WEI—Weiss Philatelic-Numismatic Features
WET—Weiss Philatelic-Numismatic Features
WHE—Wheeler Newspaper Syndicate
WIP—Wagner-International Photos
WLG—W. L. Gordon Features
WNS—Women's News Service
WOO—Woolsey Art Productions
WPI—Workshop Patterns
WRN—Washington Religious News
WPS—Worldwide Press Service
WSS—Washington Star Syndicate
WUP—World Union Press
WWF—World Wide Features
WWI—World Wide Information Services, Inc.
YR—Youth Research Institute
ZUB—Emil Zubryn

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

Annually	an
Daily	d
Sunday	S
Contract	cont
Daily & Sunday	dS
Daily except Saturday	dexSat.
Daily except Sunday	dexS
Every other day	eod
Every other Sunday	eoS
Every other month	eom
Five Times weekly	5tw
Three times per month	3tm
Occasionally	oec
Fortnightly	fn
Individual	ind
Monthly	m
Quarterly	qt
Seasonal	sea
Semi-monthly	sm
Semi-weekly	sw
Six times a year	6ty
Tri-weekly	tw
Weekly	w

Size of Feature

Number of words	500etc.
Column wide and inches deep	4c5", 7c4", 7c16", etc.
Page (Standard)	ps
Page (Tabloid	pt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var

How Feature is furnished

Mimeographed	mim
Manuscript	man
Offset Reproduction Proofs	orp
Illustrated	ill
Illustrated with glossy Print Photos	igp
Illustrated-photos in negative form	ing
Mat complete	mat
Illustration Only in mat Form	ilm
Available on Tape	tape
Also available in Spanish*	

Classifications (Indicated by "C")

——Art (see 11-Columns)
1—Astrology, Graphology
——Horoscope (see 1—Astrology)
3—Aviation
2—Automotive
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
——Coins (see 38—Stamps, Coins, Medals)
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorial (text)
14—Editorial Cartoons
——Entertainment (see 11-Columns)
——Farming (see 19—Gardening)
15—Fashions
——Financial (see 7—Business, Financial, Legal)
16—Fiction
17—Fillers, Poetry
18—Food
19—Gardening, Farming
——Graphology (see 1—Astrology)
20—Health
21—History, Politics
41—Women's Pages
22—Household, Do It Yourself, House Plans, Interior Decorating
——Legal (see 7—Business, Financial, Legal
——Literature (see 11-Columns)
23—Maps
——Medals (see 38-Stamps, Coins, Medals)
24—Motion Pictures
25—Music
26—Nature
——Outdoors (see 37—Sports, outdoors)
27—Patterns
27A—Pets
28—Photography (columns on)
——Poetry (see 11-Columns)
——Politics (see 21—History, Politics)
29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research, Polls, Surveys
33—Science
34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A—Teen Age
——Television (see 30—Radio-Television)
39—Travel
40—Veterans

1—ASTROLOGY - GRAPHOLOGY

Aladdin's Lamp—dexS-2c5"-mat-Roger Vega ..... GFC
Astro-Guide—dS-2c-mat—Ceean ..... PHS
Astro-Scram—ds-2c3½"-mat-orp—Jack Fitch ..... LED
Astrological Bulletin—w-2500-mim ..... AFP
Astrology Column—dS-500-mim-tape—Sydney Omarr ..... GFC
Astrology Today—W-1000-mim—J. Naylor ..... BPS
Carroll Righter—dS-500-tape-man—Carroll Righter ..... MCN
Estrellita (Horoscope)—6tw-mat ..... KFS
Horoscope—dS-man—Constella ..... CTN
*Individual Horoscope—d-mim—Frances Drake ..... KFS
Jeane Dixon Horoscope (and Predictions)—dS-500-orp—Jeane Dixon ..... NE
Moon Messages For You—d-8x14-300-mim—Cullen Moore ..... CMS
Pen Is Mightier Than the Couch—w-35 columns-225-300 mim-ill—Patricia Lavin ..... LAV
Star Gazer—dS ..... MCN
Star Stanzas—W-300-min—Allen Glasser ..... GLA
Stars and Lovers (Questions and Answers)—w-3c-1000-mim—Cullen Moore ..... CMS
Stars & Fashion—an-600-mim—Cullen Moore ..... CMS
This Week In Astrology—S-hps-tps-pt-mat-orp—Carl Payne Tobey& Ted De Grazia ..... NEA
Watch Your P's and Q's—w-2c14"-man-ill—Harriet Dunbar ..... DUN
*Wishing Well—d-2-col-mat—William Miller ..... KFS
*Your Birthday—*dS-500-orp—Stella .. UFS
Your Handwriting—3tw-100-mim—William J. Ryan ..... RTS
Your Handwriting Tells On You—Stw-2c-ilm—Dorothy St. John Jackson . CKS
Your New Year Tips—an-600-mim—Cullen Moore ..... CMS

2—AUTOMOTIVE

Articles on Automobiling—fn-900-mim—Frederick C. Russell ..... RS
Auto Album—w-2c5"-mat—Tad Burness RTS
Auto Facts and Features—S-500-mim—Ray Hite ..... ECS
Auto-Kno—cont-var-man-mim—T. Jerome Bishop ..... BIS
Automobile Buyer's Guide—an-7"x11"—paperbound book 100 pgs.-ptg-ill—Mel Martin ..... MME
Automobile News—4tw-500-man-on AP wires—Charles Cain ..... AP
Automobiles—w-400-mim—David Alle .. DHJ
Automotive News—dexSat.-5tw-mim—Staff ..... ECS
Autorama—w-1000-var-mim—Mel Martin ..... MME
Car Crazy—w-var-orp—Bilko ..... BPS
Continuing Alert—cont-1000-mim .. ..WWI
Daily Financial News Reports domestic & foreign, teletype 7xw ... PRW
Features—w—Ida Fried ..... EPS
Inside Auto Racing—2tw-750-mim—Don O'Reilly ..... AU
Let's Talk About Your Car—w-500-600-mim—Ray Hite ..... ECS
Motor Racing—w-var-500-800-mim-man—Staff ..... INF
Motor Talk—w-reg-mim—Various ..... BPS
Ray Carr Talks Cars—w-1300-mim—Daniel O'Connell ..... CAF
Seems To Me—1c3"-2c1¾"-mim-ilm—Al Block & Staff ..... AB
Stapley On Cars—sw-500-orp—Ray Stapley ..... TTS
Teens On Wheels—w-500-mim-mat-11—Michael Lamm ..... APN
Test Your Driving I.Q.—d-1c2¾"x 2c5½"-orp-mat— Charles E. Hendrick, Jr. ..... HIG
The Driver's Seat—w-500-600-mim ..... MEA
The Motor Car (Europe) Known "Classic Cars" (USA)—w-var-250-mim-man—Staff ..... INF
Th Of The Tongue—cont-var-man-mim—Staff ..... BIS
Wheeling It—w-3c10"-man-tape-ilm—Bob Cochnar ..... NEA
You and Your Car—w-750-mim—Don MacDonald ..... RTS
Your Car—w-var-mim-mat-tape—Eugene Milmoe ..... GFC

3—AVIATION

Airline News with Photos—Ralph Morgan ..... RMN
Continuing Alert—cont-1000-mim . .. WWI
Daily Financial News Reports domestic & foreign, teletype—7xw ... PRW

4—BEAUTY

A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller .... PHS
Beauty—w-400-man-ill-ilm—Vivian Brown ..... APN
Beauty—dS-man—Ruth Kling .... CTN
Beauty and You—d-ex-S-200-mim-ill—Solange Bertrand ..... BM
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA
Beauty at Home—dexS-min-160-225-man—Lynn Carter ..... WLG
*Beauty Box—6tw-mat-proof—Jeanne D'Arcy ..... KFS
Beauty Briefs—300-450-2c-man-tape .. NEA
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Ira Berkow ..... NEA
Beauty Hints—w—Dina Dellale ..... EPS
Beauty in the News—w-600-mim—Catherine Brewster ..... WNS
Beauty Secrets of the Stars—w-500-mim—Anita Hamilton ..... HLW
Beauty Tips—w-350-mim—Beth Mohr .. CNS
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-S-w-mms-ill—for foreign and domestic use UOP
Features—w—Ida Fried ..... EPS
Hair Fashion—w-reg-mim—Various .... BPS
Handle With Care—w-500-mim—Evelyn Zee ..... ASC
Health and Beauty—w-2c4"-man-tape—Lillian Hughes ..... EC
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecilia Pedroza .. PED
Hollywood Beauty—sw-S-500-mim-ill—Lydia Lane ..... LAT
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Let's Be Beautiful—3tw-3c-ill-ilm—Arlene Dahl ..... CTN
*New You, A—3tw-mat-ill-ilm—Emily Wilkens ..... KFS
Pinup Photos—cont-ind-var-ill—Staff .. GRE
Spadea Hair Patterns—w-4c8"-ill ..... SPS
Teen Hair Styles—w-1c4"-ill..... SPS
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
The Master's Touch—ill-ilm—George Masters ..... CTN
Tips From Twiggy—3tw-55-2c-ilm-mim—Twiggy ..... NNS
Why Grow Old?—dS-500-mim-tape-ill—Josephine Lowman ..... RTS
Women's Wear Daily—d-var-ill ..... FA
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

4A—BOATING

Boating—w-1c-2c-350-ill-ilm-orp—Stan Davies ..... NNS
Boating—w-sea-m-ill-mim—Stan Davies ..... TSS
Dock Lines—w-1000-var-mim—Mel Martin ..... MME
Features—w—Ida Fried ..... EPS
Mark Trail's Outdoor Tips—dexS-1c5½"-mat—Ed Dodd ..... PHS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... LUK
Sports Column—dS-500-wire— Arthur Daley, Robert Lipsyte ....NYT
Up Anchor!—S-hps-tps-pt-mat-orp—Kreigh Collins ..... NEA

5—BOOKS

Arts and Literature (packet)—w-var-mim ..... AFP
Basil Woon on International Events—w-900/1000-mim—Basil Woon ..... FED
Best Seller List—S-200-wire—Staff ... NYT
Bestseller—w-hps-mim or book form—Various Authors ..... BPS
Best Sellers—w-list of current best sellers in fiction and non-fiction ... NANA
Best Sellers—w-100-orp—staff ..... UPI
Book Review—w-mim—Clark Kinnaird .. KFS
Book Review—3tw-var-wire—Staff ..... NYT
Book Review—w-400-mim—CNS Staff .. CNS
Book Reviews—3tw-400-500-mim—William Hogan ..... CHR
Book Reviews—w-350-mim—Marc Drogin TSS
Book Reviews—S-250-orp—Ernest Cady .. DF
Book Reviews—2-3w-400-orp—Miles Smith ..... APN
Books—w-500 to 800-mim—various reviewers ..... WUP
Books—w-500-orp—Staff ..... UPI
Books and Arts—w-700-man—Miles Smith ..... APN
Books I Have Read—cont-var-man—T. Jerome Bishop ..... BIS
Books-of-the-Month—m-500-mim—John Austin ..... HIS
Bookshelf—3tw-1c6"man-mim—Jeff Lee ..... JL
Capsule Capers—w-600-700-man-Justin Manning ..... FOU
Cartoon Books—w-book form—various authors ..... BPS
Features—w—Ida Fried ..... EPS
From The Fifth Shelf—fn-800-mim—Jack Siegel ..... SAF
Gold In Your Attic—w-500-ill-mim-tape—Vane Allen Bradley ..... GFC
Hollywood Feature Service—w-750/1000-mim—John Austin ..... HIS
Kirsch, Robert (Books) ..... LTWP
National Standout Book Serializations—m-500-1000-5 to 18 releases per install. ..... NNS
Parade of Books—w-mim—Clark Kinnaird ..... KFS
Permanent Bookshelf—w-500-mim—Staff.. ICS
"Quote" & Unquote—w/d-600 w/1000 dex sat.-mim—Edwin T. Grandy .... GBR
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education Veterans' Benefits, golf, patterns, fashion, needlework ... NEA
Saturday Review Book Service—w-4000-mim-ill-mat—John Barkham ..... SAT
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ..... BPS
Sid Ascher in New York—w-500-mim—Sid Ascher ..... ASC
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Sports Serials (British and American sports and non-fiction and instruction books) ..... JL
SportShelf—w-1c6"-man-mim—Jeff Lee ..... JL
The World & Basil Woon—w- 900/100-mim—Basil Woon ..... FED
The Literary Scene—3tw-400-mim—Allan Pryce-Jones .... NE
Variety in Books—w-700-mim—Staff and outside reviewers ..... NCW
What's New In Books—m-hps-orp—Robert Lasky .... AEW
Wolff, Geoffry (Books) ..... LTWP

6—BRIDGE

Bridge—dS-ill-ilm—Charles Goren .... CTN
Bridge Column—d ex S-400-1c12"-ill-ilm-man-tape—Oswald & Jim Jacoby ..... NEA
Bridge Column—w-800—Fred L. Karpin ..... FL
Contract Bridge—7tw-mim-ilm-mat—B. Jay Becker ..... CP, KFS
Karpin On Bridge—dS-400-orp-ill-mat—Fred Karpin ..... NE
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, golf, patterns, fashion, needlework .. NEA
Sheinwold On Bridge—dexS-350-mim-ilm-tape; S-700-mim-ill—Alfred Sheinwold ..... GFC
The Fine Italian Hand—w-2c6"-mat-orp—Champion Italian Bridge Team .. SPS
Tomorrow's Bridge Today—dS-500-mim-ilm—William Seamen ..... RTS
Win At Bridge—d ex S-400-1c12"-ill-ilm-man-tape—Oswald & Jim Jacoby .... NEA
Winning Contract—d-350; S-500-mim-mat—Howard Schenken & Richard Frey ..... BM

7—BUSINESS - FINANCIAL

A Family And Its Money—w-600-mim—G. L. Ludeke ..... BEL
A Woman and Her Money—w-600-mim—G. L. Ludeke ..... BEL
Ask Janeway—S-man—Eliot Janeway .. CTN
Babson's Authentic Release—w-800-mim—Babson's Reports Inc. ..... BAB
Better Mousetraps—w-150-1c3"-orp-ill-Edward Keeling, LLB, JD ..... FOU
Biz-Quiz—w-750-mim—Ed Nassauer .... ICS
Blackstone—w-100-2c5½"-orp-ill—J. M. Jacobs, Jr., LLB, JD ..... FOU
British Financial Week—w-var-mim ... AFP
Business and Finance—tw-500-mim—Carl Ritter and Carl Plain ..... CNS
Business Blueprint—w-500—Ed Nassauer ICS
Business Bulletin—ftw-var-mim ..... AFP
Business, Financial, and Banking—fu-800-1200-man ..... GLN
Business News Charts—sea-1c-2c-3c-ill-ilm—Staff ..... NEA
Business Outlook—3tw-var-ilm-proof—J. A. Livingston ..... PHS
Business Today—d-mim-800—Elmer Roessner ..... BM
Business Today—w/5tw-450-wire ..... UPI
Business Visuals—tw-2c4"-mat—Staff ..... NEA
Canadian Business Report—5tw-mim-John Meyer ..... TSS
Charting the Grains—sw-400-mim—Donald W. Martin ..... CNS
Coffee, Cocoa and Sugar Bulletin—w-var-mim ..... AFP
Commercial and Financial Quotations, and Prices—d-tt ..... AFP
Con La Ley En La Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Constructions News—w-750-mim—Staff ... ICS
Construction Techniques—cont-ind-var-man-ill—Staff ..... GRE

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Daily Investor, The—5tw-500-mim-tape—William A. Doyle ..... UFS
Daily Legal, Commercial and government news features, domestic and foreign—d ex sat ..... ACC
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—
Charles E. Carden ..... STO
East-West Trade Newsletter on Business & Economic Affairs—w-500-800-orp—Staff correspondents & outside contributors FNS
Economic Impact—w-1000—
Hobart Rowan ..... LTWP
Economic News Service Package (In Portuguese—published in Rio de Janeiro)—5 stories-fn ..... FNS
Economic News Service (In English)—5 stories-fn ..... FNS
Everyday Law—d-150-mim-
Martin J. Ross ..... LAW
Family Finance—w-700-mim—
Betty Yarmon ..... WNS
Family Finances—w-500-mim—
Barbara Kober ..... CNS
Finance—w-500-mim—Douglas H. Fullerton ..... TSS
Financial—w—Carl Ritter ..... CNS
Financial Gossip—5tw-500-wire—
Dean C. Miller ..... UPI
Financial News—5tw-var-mim ..... AFP
Financial News Service—6tw ..... UPI
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
French Financial Week—w-2500-mim ... AFP
From Where I Sit—tw-1000-orp—
Samuel Feinberg ..... FA
Funny Business—d-1⅛"; w-2c1"-ill-mat-orp—Roger Bollen ..... NEA
Home Furnishings Daily—d-var-ill .. FA
Homes—S-500-wire—Dorothea M. Brooks UPI
Housing Highlights—w-2c/3c-ill-orp—
Staff ..... LUI
How's Business?—w-250-300-mim-ill—
Babson's Reports Inc. .. BAB
How To Invest Wisely—w-500-mim—
D. H. Fullerton ..... TSS
How Women Can Make Money in the Stock Market—ind-12 part series—
Colleen Moore ..... DDS
Income Tax Series—an-800-1c25"-man-tape-ill-ilm—Ray De Crane ..... NEA
Industrial Processes—cont-ind-var- man-ill—Arthur S. Green ..... GRE
Innocence Abroad—d-1c3⅝"-mat—
Mary Gauerke ..... WSS
Inside Mutual Funds—w-m-500—
Kenneth R. Spangler ..... SPA
Inside The Economy—3tw-600-mim—
Joseph R. Slevin ..... NE
Inside the Market—3tw-800-mim—Ernest A. Schonberger ..... LTWP
Insurance Simplified—w-300-mim—
Saul Sokol ..... DF
Investors' Forum—S-600-mim-tape—
Harry C. France ..... GFC
Investors' Guide—6tw-mim—Sam Shulsky KFS
It's Your Money—S-3tw-var-mim-tape—
Wendell Colton ..... GFC
Janeway's Columns—w-man—Eliot Janeway ..... CTN
Jobs Unlimited—w-200-2c7"-orp-ill—
Justin Manning ..... FOU
Labor Scene—w-500-mim—Ed Finn .... TSS
Law Brief, The—d-150-500-man-orp-gal—
Martin J. Ross ..... LAW
Law For Women—d-150-man—Martin J. Ross ..... LAW
Legal Aide—d-500-man—Martin J. Ross ..... LAW
Law Briefs For Business—d-150-man—
Martin J. Ross ..... LAW
Ley Para Feminas—d-150-man—Martin J. Ross ..... LAW
Live Within Your Income—tw-500-mim—
Mary Feeley ..... APN
Loeb on Wall Street—w-600-mim—
Gerald M. Loeb ..... NANA
Mata-Hari-dexS—(54 installments-9 weeks)-4c-orp-ill—J. D. McFarland .. MCF
Mel Martin Reports—w-1000-var-mim—
Mel Martin ..... MME
Men & Money—3tw-500-mim ..... WBT
Men at Work—w-2c/3c-ill-orp—Staff ... LUI
Merchandising Techniques—cont-ind-var-man-ill—Arthur S. Green ..... GRE
Money Matters—w-2c/3c-ill-orp—
Staff ..... LUI
More For Your Money—w-750-mim—
Lawrence Galton ..... WSS
New York Times Averages—5tw-wire—
Staff ..... NYT
News Charts—1c-2c-3c-mat—
Staff ..... NEA
Noticiero Economico—5 stories-fn ..... FNS
Over The Counter—S-500-wire—
Staff ..... NYT
Patents—sat-500-wire—Stacey Jones ... NYT
People and Problems—d-150-500-mim—
Martin J. Ross ..... LAW
Personal Finance—2tw-700-wire—Staff
By Maldenberg ..... NYT
Personnel Pointers—cont-var-man-mim—
T. Jerome Bishop ..... BIS
Promising Patents and Products— 2c/3c-ill-orp—Staff ..... LUI
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, golf patterns, fashion, needlework .. NEA
Speaking of The Law—2tw-2c3¾"-mat-orp—Earl & Jim Harvey ..... ACC
Stock Exchanges—w-800
Philip Greer ..... LTWP
Stock of the Week—w-300-mim—
Electronic Stock Evaluator Corp. .... AD
Stock Market Graphic Features—dS-3c5"-orp-ill-mat-300-mim—Charles E. Carden STO
Stock Market Roundup—5tw- 500-wire—Staff ..... NYT
Successful Investing—dexS-200-mim-tape—
Roger E. Spear ..... GFC
Sunday Stock Market Chart (long term trend)—S-orp-ill-mat-3c5"-300-min—
Charles E. Carden ..... STO
The Human Side of Investing—w-600—
G. L. Ludeke ..... BEL
The Money Tree—tw-600-mim—
Milton Moskowitz ..... CHR
The Reluctant Taxpayer—3tw-300-mim—
William Raby, CPA ..... LAT
The Stock Market—5tw-600—
Philip Greer ..... LTWP
The Street—w-800—Sidney Rutberg .... FA
Ticker Topics—w-500-mim—Ed Nassauer.. ICS
Today's Business Mirror—5tw-man- on AP wires—John Cunniff ..... AP
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Lou Schneider ..... BM
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Lou Schneider ..... NANA
UPI Financial News Service ..... UPI
Wall Street Chatter—5tw-400-wire—
Staff ..... UPI
Washington Bank Trends—w-3,000-mim—Staff ..... WBT
Washington Capital News Service—6tw .. UPI
Washington News Features—w-500-mim WBT
Week In Finance—S-500—
Thomas Mullaney ..... NYT
Weekly Financial—w-500-on AP wires—
Phil Thomas ..... AP
Weekly Grain Review—w-350-man—
Edmund DeMoch ..... AP
Weekly Metals Review—S-750-on AP wires ..... AP
What's Your Problem?—w-700-mim—
Bernard C. Meltzer ..... PHS
Women's Wear Daily—d-var-ill ..... FA
Your Money Matter—3tw-600-mim—
Robert S Rosefsky ..... NE
Your Money's Worth—5tw-600-mim—
Sylvia Porter ..... PHS
Your Personal Finance—tw-600—
Carlton Smith, Richard Putnam Pratt ..... NEA

S—CARTOONS AND PANELS

Abe Martin—d-1c2¾"-25-ill-ilm—Staff NNS
Ad Libs—dexS-1c/2c-mat—Len Bruh... GFC
Alec The Great—dexS-1c4"-mat—
Edwina ..... WSS
All in Sport—d-1c-2c-mat—Chet Adams CTN
Amy—d-2c2¾"-mat—Jack Tippitt ..... RTS
An Altar Boy Named Speck—w-2c6"-mat—Margaret Ahern ..... NCW
Andy Capp—d-3c4"-mat—Reg. Smythe .. MIL
Animalogic—d-1c4"-mat-orp—
Ed Nofziger ..... LAT
Art's Gallery—d-2c6"-mat-orp—
Art Finley ..... CHR
Beep-Beep—dS-2c4"-orp—
(French & English)—Robert Leduc .. SOP
Belvedere—dexS-2c-mat—Nat Greenwood AD
Ben Wicks—d-1c4"-mat-orp—
Ben Wicks ..... TTS
Berry's World—d-2c4½"-mat; 8-tps-hpt-hpt-mat—Jim Berry ..... NEA
Better Half, The—d-2c2½"-mat; 8-pt-hpt-tps-mat—Bob Barnes ..... RTS
Better Mousetraps—w-150-1c3"-orp-ill—
Edward Keeling, LLB, JD ..... FOU
Between Us Girls—dexS-1c1"-ilm-mat—Ashton Wing ..... AF
Biff Buff—6tw-1c4-mat-orp—
Kearney Egerton ..... LAT
Big George—d-2c-ilm; 8-pt-hps-tps-mat—Virgil Partch ..... PHS
Blackstone—w-100-2c5½"-orp-ill—
J. M. Jacobs, Jr., LLB, JD ..... FOU
Brother Juniper—dexS-2c-ilm—
Fred McCarthy & Len Reno ..... PHS
Brou-haha—m-2c3¾"-orp—various ..... COM
Business Daze—dexS-1c-mat—
selected from works of 16 artists .... GFC
Candy—w-2c5"-mat—Tom Dorr ..... CSP
Car Crazy—w-1000-orp—Bilko ..... BPS
Caricatures—3tw-1c-mat—Robinson ..... CTN
Carmichael—d-1c5"-mat-ill—
Dave Eastman ..... LAT
Carnival—d-2c5¼"; 8 (plus Mr. Marryweather)-hps-tps-pt-mat—
Dick Turner ..... NEA
Cartoon Books—w-book form—
Various Authors ..... BPS
Cartoon Humor Service—q-36-multi-size-mat—Various Cartoonists ..... GF
Cartoon Page—w500-orp—staff ..... TTS
Cartoons ..... OPS
Cartoons-of-the-Month—m-2c3¾"—various ..... COM
Channel Chuckles—d-1c3¾"-ilm; 8-hps-tps-pt-mat—Bil Keane ..... RTS
Cheerful Cherub—d-1c2½"-mat—
Rebecca McCann ..... WSS
Children's Letters To God—d-1c/2c-mat—
Stuart Hample ..... KFS
Ching Chow—d-1c—Will Henry ..... CTN
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-opt-sermonette—Charles Cartwright ..... CAR
Church Chuckles—w-2c-mat-glossy proof—
Charles Cartwright ..... SM
Church Humor—w-2c4"-mat-orp ..... CKS
Citizen Smith—d-2c3½"-mat—
Dave Gerard ..... RTS
Classified Promotion Cartoons—2tm-3½x5"-mat—various ..... GF
Collideoscope—m-1cx1¾-2cx3½-orp—various ..... COM
Color Comic Sections—8-ps ..... ATF
Comedy Corner—w-2c3¼"-ill-ilm ..... NEA
Community Capers—w-2c-3c-mats-glossy proofs—Al Smith ..... SM
Cork Cartoons—w-var-orp—Cork ..... BPS
Country Parson—w-1c-mat-glossy proof—
Frank Clark ..... SM
Country Parson, The—d-1c3"-ilm—
Frank Clark ..... RTS
Cow Pokes—w-2c4"-3c6"-Mat-orp—
Ace Reid ..... COW
Crazy Capers—dex S-1c3"-mat-orp—various artists ..... DF
Critters, The—dexS-1c2¾"-mat-orp—
Gene Patterson ..... AF
Cuties—d-1c-2c—
E. Simms Campbell ..... KFS
Dennis the Menace—d-2c4⅛"; 8-Pt-hps-tps-mat—Hank Ketcham ..... PHS
Dinah Mite—w-1c-mat-orp—
Joe E. Buresch ..... JEB
Dolly—dexS-2c4⅛"-mat—Bill Williams PHS
Editorial Cartoon—w-2-3c6"-ilm-orp—
Ed Kudlaty ..... NEA
Editorial Cartoons—d-3c-mat—
Duncan Macpherson ..... TSS
Editorial Cartoons—dS-3c6"-mat-orp—
Eugene Craig & Doc Goodwin ..... DF
Emmy Lou—d-2c4¼"-1c2"-8-hps-tps-pt-mat—Marty Links ..... UFS
Faces In The News—d-½-c2"-1c4-mat-orp—Frank Murphy ..... DIS
Family Circus—d-2c4-3c6¼-mat; 8-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½"-3c; 8-hpt-tps-mat—Walt Ditzen ..... PHS
Fischetti Cartoons—5tw-3c-4c-mat—
John Fischetti ..... PHS
Fletcher, The 4-H'r—w-1c3"-mat-orp—
Joe E. Buresch ..... JEB
For Better or Worse—w-2c6"/1c3"-orp-ill—
Justin Manning ..... FOU
For and About Teenagers—w-3c5-mat—
Staff ..... CSP
Foreign Strips (panels)—w-varies-mat—various ..... BPS
From Nine to Five—dexS-1c-2c-ilm—
Jo Fischer ..... PHS
Funny Business—d-1⅛"; w-2c1"-ill-mat-orp—Roger Bollen ..... NEA
Funsters—dexS-1c2"½-mat-orp—
John Broudbecker ..... AF
Garden State Digest—w-2c5"-mat-orp-
Gar Schmitt ..... EDI
George—w-2c-var-mat-orp—George Wolfe ..... SM
Ginger—*dexS-2c3⅛"-mat—
Getterman ..... UFS
Girls, The—dexS-1c-2c-ilm—
Franklin Folger ..... PHS
Golden Age—3tw-2½x3"-mat—
Robert Hoover ..... DF
Good Old Days, & Antique Fair—8-tps-hpt-mat-w-3c4"-4c5⅜"—
Erwin L. Hess ..... UFS
Graffiti—6tw-1c2¾"-mat—
Bill Leary ..... MCN
Grin & Bear It—d-2c-3c; 8-hps-pt-pts-mat—
George Lichty ..... PHS
Half-Past Teen—w-2c6"-mat—
Joe Mahoney ..... CSP
Hardtack—d-w-4x6-orp—Keller ..... BPS
Harvey—d-1c¼"-mat—
Bruh & Gluffre ..... WSS
Have Fun!—w-1c11"-mat-orp—
Lee Bryan and Rube Weiss ..... BLA
Hazel-6tw-2c-mat—Ted Kay ..... KFS
Hector The Director—d-1c3"-mat-orp—
Rama Braggiotti ..... LED
Here's An Idea—dexS-1c2½"-mat-orp—
Jerry Langell ..... AF
*Hubert—d-2c-4c; S-pt-tps-hps-mat—
Dick Wingert ..... KFS
Humer Without Words—from stock as ordered-6"x2"-2x6"-6⅛x3⅛-glossy-mat-plastic block—Zoltan Forrai & Chumy ..... VAZ
Humorous Cartoons—cont-var-ill—
Staff ..... BIS
I Wish I'd Said That—ind-7 part series—Art Linkletter ..... DDS
Idea Payoff—dexS-1c2¾"-mat-orp—
Jerry Langell ..... AF
Idea Chaser—dexS-1c2½"-mat-orp-
Jerry Langell ..... AF
Innocence Abroad—d-1c3⅝"—Mary Quaerke ..... WSS
Isn't It The Truth!—d-100-mim—Carl Riblet, Jr. ..... LAT
Jennifer—w-1c-mat—Art Gates .... GF
Just A Second—d-1c2½"-mat—various authors ..... MIL
Jobs Unlimited—w-200-2c7"-orp-ill—
Justin Manning ..... FOU
Jolly Jingles—w-5c4"mat-orp—
Graham Hunter ..... TIN
Josh Billings Sez—w-1c4"-2c4"-mat-orp-
Rube Weiss ..... BLA
Ladies Day—dxS-1c-mat—Mady Merah GFC
Ladults—m-2c3¾"-orp-various ..... COM
Laff of the Week—w-2c6"-mat-ill—
Bob Barnes ..... CSP
*Laff-A-Day—d-1c-2c-mat ..... KFS
Laugh It Off—d-1col-mat—Syd Hoff ... KFS
Laugh Time—d-2c-mat—
Bob Schroeter ..... KFS
Laughing Matter—dex-S-2c-mat—Salo .. CTN
Laughout—m-1cx1¾-2cx3½-orp—various ..... COM
Laughs From Europe—d-2c4 1/16"-ilm—European Artists ..... RTS
Law Briefs For Business—d-150-man—
Martin J. Ross ..... LAW
Life in The Suburbs—w-2c-3c-mat-glossy proof—Al Smith ..... SM
Life's Like That—d-1c1⅞"-2c2⅞"; 8-hps-tps-pt-mat—Fred Neher ..... BM
Like It Is—6tw-2c4½"-mat-orp—
Ralph Dunagin ..... PHS
Li'l Ones—d-8-1c1½"-mat—Jim Whiting GFC
*Little Woman, The—d-1c-2c; mat; 8-hps-tps-pt—Don Tobin ..... KFS
Live 'n Laff—w-2c5"-mat-orp—
Rube Weiss ..... BLA
Living—w-2c4-mat-orp—
Glenn Bernhardt ..... SM
Lockhorns, The—6tw-2c-mat—
William Carrell ..... KFS
Lonely Heart—dexS-1c-mat-orp—
Here Ficklen ..... AVA
Louie—d-4c1⅞"-mat; 8-hps-tps-pt-mat—
Harry Hanan ..... CTN
Marmaduke—d-1c-2c-ilm—Brand
Anderson and Dorothy Leeming ..... NNS
Matrimoney—m-2c3¼"-orp—various ... COM
Medicare—dexS-2c-mat—Reamer Keller.. AD
Mini-Poster—5tw-1c4"-orp—Don
Addis ..... WCS
Minit Doodle—dexS-1c2¼"-mat-orp—
Louis Maglia ..... AF
*Mister Breger—d-2c; S-pt-hps-tps—
Dave Breger ..... KFS
Ed Urbank ..... SAW
Moonshines—w-4c-orp- J. D. McFarland ..... MCF
**Moose—d-4c-mat; S-pt-hps-tps-mat—
Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—
"Doc" Goodwin ..... DF
Motorcar Museum—w-6½x2¼-orp-mat—
Jack Bard ..... RUS
Mr. Tweedy—dexS-2c3¼"-mat—
Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner ..... AF
Naturebug—S-tps-hps-mat—
John Hazlett & Edward S. Thomas .... DF
Neighbors—dexS-2cmat—George Clark .. CTN
New Jersey Subjects—w-3c6½"-mat-orp—Gar Schmitt ..... EDI
Nothing But the Truth—w-2c5"-mat-glossy proof—Russ Arnold ..... SM
Off the Record—d-2c4 1/16"-ilm; 8-hps-tps-pt-mat—Ed Reed ..... RTS
*Office Hours—d2cx3½-orp—Cy
Olson ..... CP, KFS
Office-Ours—m-2c3¼"-orp—various .... COM
Only The Newspaper—2tw-1c3"-mat-orp—
Chuck Stiles ..... SM
Our Boarding House—d-2c3½"-2½"c 4¼"-3c5"; 8-ps-hps-tps-pt-hpt-mat—
James Branagan ..... NEA
Our Parish—w-2c6"-mat—
Peg O'Connell ..... NCW
Out of Orbit—dexS-1c-mat-orp—
Here Ficklen ..... AVA
Out Our Way—d-2c3"-2½"c1¼"-3c5"—Negley Cochran; 8-ps-hps-tps-pt-hpt-mat—Paul Gringer ..... NEA
Package Deal—w-15-features-mat-glossy proofs ..... SM
Panel Parcel—Today's Laugh—28tm-2c-mat—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Frank Owen, Joe Zeis, Betty Swords ..... CTN
Parents Plus—w-2c6"/1c3"-orp-ill—
Justin Manning ..... FOU
Patterson's People—dexS-1c2¼"/2c4½"-mat—
Gene Patterson ..... AF
Pee Wee—d-4c-mat—S. M. Iger ..... PF
Peoplets—S-var-ill—Bord Stephens ... WHE
Phillip's Flock—w-4c2"-mat-orp—
Doc Goodwin ..... DF
Pick of Punch— 2c4"-mat
various ..... TTS
Pick of Punch—6tw-2c4"-mat-ill—various ..... LAT
PIXies—dexS-1c2⅝"-mat—
Jack Wohl ..... UFS
*Ponytail—6tw-2c-mat; S-pt-phs-tps—
Lee Holley ..... KFS
Primetime—m-1cx1¾-2cx3½-orp—
..Various ..... COM

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Ken Reynolds ..... REY
Quizzons and Quoteoons—6tw-2c4"-orp—
Bonnie Woolsey ..... WOO
Sandy—dex8-mat-4c—
Jim & June Unwin ..... HPS
Seventeen—dex8-2c-mat—Lansky .....CTN
Short Ribs—d-4c2"-mat-8-tps-hps-pt-mat—
Frank O'Neal ..... NEA
Side Glances—dex-8-2c5¼"-mat—
Gill Fox ..... NEA
Silly Dillies—d-1c3"-mat-orp—
Bob Lagers ..... LED
60 Second Sermons—dex8-200-mim—
Fred Dodge ..... MM
Small Fry Diary—dex-8-1c3"-mim-mat—
N. E. Coan ..... NEC
Small Society, The—6tw-3c-4c-mat; 8-tps-hpt-color-4c-bl-mat—
Morrie Brickman ..... KFS
Small World—dex8-1c-mat—
Lou Grant ..... AD
Smallshots—m-1cx1¾-2cx3½-orp-
Various ..... COM
Sniffy—d-4c—George Fett ..... BM
Social Security?—m-2c3¾"-orp—
various ..... COM
Soft-Sell Sam—d-2c4¼"-mat—
Marvin Myers ..... RTS
Soliloquy—5tw-3c2¾—Ric Hugo ..... PHS
Speaking of The Law—2tw-2c3¾"-mat-orp—
Earle & Jim Harvey ..... ACC
Sportstop—m-2c3¾"-orp—various ..... COM
Station Break—TV Comic Panel—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA
Stees Sees—w-5c9½"-mat-8-tps-hpt—
John Stees ..... UFS
Still At Large—5tw-1c3"-mat-orp—
Robert York ..... AF
Still Life—dex8-2c-mat—Jerry Robinson CTN
Strange As It Seems—d-2c4½"; *-8-hps-tps-pt-hpt- 7c3¼"-mat
Phyllis & Ernest Hix, Jr. ..... SAI
Strange World of Mr. Mum, The—d-2c4½"; 8-hps-tps; mat—
Irving Phillips .....PHS
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Dale McFeatters ..... PHS
Success Vitamins—w-2c6"/1c3"-orp-ill—
Justin Manning ..... FOU
Swingers, The—dexS-1c2¼"-mat-orp—
Barbara Jones ..... AF
Table Et-Iq-Uette—7tw-1c3"-mat-orp .. CKS
Teentrums—m-1cx1¾-2cx3½-orp—
Various ..... COM
Telling Tales—tw-1c3"-ilm—Brooks ... ZAA
Test Your Driving I.Q.—d-1c2¾"/2c5½"-orp-mat—Charles E. Hendrick, Jr. ... HIG
The Aristocrats—d-2c4"-mat-orp—
Bob Kane ..... LED
The Byrds—d-2c-3"-mat—
Joe Appalucci ..... WSS
The Fantastic Foster Fenwick—d-3¼-mat—
Mal Hancock ..... WSS
The 52 Club—w-1c-mats-orp—
Rooney W. Davis ..... QAS
The Gullivers—d-2c3¼"-mat—
Mary Gauerke ..... WSS
Then—Now—dexS-1c-mat—Roy L. Fox CTN
There Oughta Be A Law—d-3c4¼"-3c3¼"-4c5½"; *8-pt-hpt-hps-tps—
Harry Shorten ..... UFS
*They'll Do It Every Time—d-3c-4c-mat; 8-tps-pt-hps-mat—
Bob Dunn & Al Scaduto ..... KFS
13 to 19—m-2c3¾"-orp—various ..... COM
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Misc. Cartoonists ..... MCN
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Court Alderson ..... SM
Thirfty-Nifty—dex8-1c3½"-mat—
Helen Robertson and Mary Dunn ..... GFC
Tickytacky Township—6tw-2c-mat—
Doug Wright ..... TTS
**Tiger—d-4c-mat; 8-pt-hps-tps-mat—
Bud Blake ..... KFS
Time Out—dexS-1c-2c-ilm—
Jeff Keate ..... PHS
Tizzy—dexS-2c5¼"-mat—
Kate Osann ..... NEA
Tongue Twisters—w-9x12-mim—Staff ... BPS
Trixie the Trader—w-2tw-1c2¾"-mat or proof—Dick Ericson ..... SM
Trudy—6tw-2c/4c; 8-tps-hpt-sph-mat—
Jerry Marcus ..... KFS
Tumbleweeds—d-8-4c2"1c5"-3c1½"-tps-mat; 8-tps-hpt—Tom K. Ryan ..... RTS
TV Laffs—d-1c-mat—Cliff
Rogerson ..... BM
TV Tee-Hees—d-1½c-mart—
Henry Scarpelli ..... GFC
U F Ohs.—m-2c3¾"-orp—Staff ..... COM
Varmint—dexS-4c-5c-mat— Bob
Knorr ..... RWK
Village Square—w-2c4"-mat-orp—
Chuck Stiles ..... SM
Wayout—d-4c-mat—Ken Muse ..... MCN
Weather Comics—d-1c1"-ill-ilm— ..... NEA
Webster Cartoons, H. T.—w-2c4"-mat—glossy proofs—H. T. Webster ..... SM
Wee Pals—d-4c2"-1c5"-mat—
Morrie Turner ..... RTS
Wee Women—dS-1c1½"-mat—
Jim Whiting ..... GFC
Why We Say—dexS-1c3"-mat—Bob
Morgan and Pete Hoffman ..... GFC
Wicks Goes Visiting—w-4c6-mat—
Ben Wicks ..... TTS, LAT
Wild West Capers—w-6½x2¾-orp-mat ..... RUS
With Sgt. Mike—dexS-2c4"-mat—
Mike Hodgson ..... PHS
Woody's World—d-2c-mat—John Holm .. NNS
Word-A-Day—dexS-1c-mat-ill—
Micky Bach ..... PHS

9—CHESS - CHECKERS

Chess Master—w-300-1c3"-ilm-orp—
George Koltanowski ..... GG
Chess Today—w-1000-orp—Isaac
Kashdan ..... BPS

10—CHILDREN

Adventures of Tiny Turtle—dexS-5c4"-mat-orp—Brint Schorer, Jr. ..... TIN
As I View It—w—Dr. John
W. Gilbaugh ..... MOD
Ask Andy—d-750-mim—Andy ..... CHR
Cappy Dick—S-hps-pt-tps-mat—
Cappy Dick ..... PHS
Charting The Stars—w-500-ill-orp—
Staff ..... SCS-NEA
Child Health—3tw-500-mim—Dr.
Frank Falkner ..... NE
Children's Books—m-2ps-mat-orp—
authors ..... SPS
Children's Tales—S-hps-pt-mat—
various authors ..... MCN
Christmas Shopping Features—an-ps-mantape-ill-ilm—Staff ..... NEA
Education For To-morrow—sw-600-mim—
Dr. Earl J. McGrath ..... NNS
Family Scrapbook, The—dexS-200-mim-ilm—Dr. Ernest G. Osborne ..... UFS
Features—w—Ida Fried ..... EPS
For Better or Worse—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Fun With Baby—w-500-mim- April S.
French ..... ASC
Hardtack—d-w-4x6-orp—Keller ..... BPS
Jolly Jingles—w-5c4"-mat-orp—Graham
Hunter ..... TIN
Junior Editors—dexS-2c-panel and text-mat—Coulton Waugh ..... APN
Junior Jumble—w-2c/3c-mat-Bob Lee
& Henri Arnold ..... CTN
Let's Make—S-2c-mat-orp—Ben Corey .. HAR
Minit Doodle—dexS-1c2¾"-mat-orp—
Louis Maglia ..... AF
New Ideas and Gadgets—w-750-mim-ill—Staff ..... SCS-NEA
Parents and Children—sw-250-1c-2c-ilm-mim—Arnold Arnold ..... NNS
Parent-Child—dS-man—Dorothy Rose .. CTN
Parent Problems—6tw-mim—
Dr. Garry C. Myers ..... CP, KFS
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim—
Louise Bates Ames, Ph.D. ..... PHS
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Today's Children—6tw-mim—Grace
Langdon and Irving W. Stout ..... KFS
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Marley ..... SCS-NEA
Tom Trick—S-hps-tps-pt-mat—
Mary Goss & Frank Renlie ..... NEA
Tongue Twisters—w-9x12-mim—Staff ... BPS
Uncle Ray's Column—dexS-400-mim-ilm—Ramon Coffman ..... PHS
What Young People Think—w-600-ilm—
Nancy Gilbert ..... APN
Women's Wear Daily—d-var-ill ..... FA
Word Definition's Fictionary—w-9x12-mim-—Singer Features ..... BPS
You and Your Child—sw-3c-ill-ilm—
—Joan Beck ..... CTN
Young Hobby Club—dexS-250-1c3"-mim-ilm—Cappy Dick ..... PHS
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred .. RTS

11—COLUMNS

A Conservative View—3tw-750-mim—
James J. Kilpatrick ..... WSS
Adam and Eve—d-500-mim-ilm—
Adam and Eve Lowell ..... FOR
Adventure Postpaid—w-1c9"-man-ill—
Lee James ..... JL
A Line O'Type or Two—d-2c-mat—
John T. McCutcheon, Jr. ..... CTN
A Lovlier You—5tw-85-1c-2c-ilm-tape-
Mary Sue Miller ..... PHS
A Matter of Taste—3tw-350-mim-ill—
William Pahlmann ..... PHS
A Minority of One—w-600-mim—
Dennis Murray ..... WNS
A Senator's Notebook—8-500-orp—
Sen. Everett M. Dirksen ..... LAT
A Word Edgewise—3tw-mim—John P.
Roach ..... KFS
About Real Estate—w-800-mim—Don G.
Campbell ..... RTS
African Coverage—3tw-40-mim—
CNS Correspondents ..... CNS
African Digest—6tw-var-mim ..... AFP
After A Fashion—2tw-800-mim-ill—
Marian Christy ..... UFS
Airline News with Photos—Ralph
Morgan ..... RMN
Alexander, Holmes—5tw-700-mim-mantape—Holmes Alexander ..... MCN
Alsop Column—5tw-500-mim—
Joseph Alsop ..... LAT
Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez ..... RTS
Amy Vanderbilt's Etiquette—4tw-/8-500-mim—Amy Vanderbilt ..... LAT
An Editor's Outlook—w-1000-mim-tape—
Jenkin Lloyd Jones ..... GFC
Ann Lander's Human Relations Column—ds-750-mim ..... PHS
Anniversary Story—m-800-ilm—
Graham Wilson ..... CF
Antique Wise—S-600-mim-ill—
Dorothy Hammond ..... CF
Around the Waterfront—2tw-600-mim—
Helen Bentley ..... FJM
Art, EtCetera—w-1000—Chauncey
Howell ..... FA
Art Buchwald Column—3tw-500-mim—
Art Buchwald ..... LAT
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W. Gilbaugh ..... MOD
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Robert Segal ..... SAF
Asian Reports—var-500-1200-ill-mim-wire—Mark Gain ..... TSS
Ask Amy—w-2c10"-mat—Amy Adams ... CPS
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Dr. Joyce Brothers ..... BM
Ask Dorothy Draper—codexS-300-mim—
Dorothy Draper ..... AD
Ask the Teacher—5tw-300-man—
Shirley Schraub ..... MCN
Assignment: America—3tw-mim—
Phyllis Battelle ..... KFS
Assignment: West Coast—S-500-mim—
Neil Morgan ..... CNS
Astrological Bulletin—w-2500-mim ..... AFP
At Wit's End—3tw-400-mim-ill-mat—
Erma Bombeck ..... NE
Babson's Authentic Release—w-800-mim—
Babson Staff ..... PFB
Backdrop, The—w-750-mim—
John J. Daly, Jr. ..... NCW
Backstairs at the White House—w-400-wire—Merriman Smith ..... UPI
Baker Column—3tw-750-wire—
Russell Baker ..... NYT
Barbs—dexS-100-1c4"-man-tape-ill-ilm—
Phil Pastoret ..... NEA
Barney Glazer In Hollywood—dS-400-mim—
Barney Glazer ..... TCN
Basil Woon on International Events—w-900/1000-mim-Basil Woon ..... FED
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Before You Buy—w-700-mim—
Margaret Dana ..... UFS
Behind The Scenes At the United Nations—w-800-mim—David Horowitz ..... WCP
Better Mousetraps—w-150-1c3"-orp-ill—
Edward Keeling, LLB, JD ..... FOU
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ..... PHS
Betty Canary's Column—tw-350-2c5"-man—
Betty Canary ..... NEA
Between the Lines—w-750-man-mim—
Edith Kermit Roosevelt ..... ROO
Between Us Girls—dexS-1c1"-ilm—
Ashton Wing ..... AF
Between You 'n Me—w-550-2c11"-man-ill—Murray Olderman ..... NEA
Between You And Me—w-800-mim—
Boris Smolar ..... JTA
Bishop Sheen Writes—w-750—
Fulton J. Sheen ..... WSS
Blake Heart to Heart Talks—dS-man—
Doris Blake ..... CTN
Books and Arts—w-700-man—
Miles Smith ..... APN
Book Reviews—2-3-w-400-orp-
Miles Smith ..... APN
Book Reviews—S-250-orp—
Ernest Cady ..... DF
Books-of-the-Month—m-500-mim—
John Austin ..... HIS
Bookshelf—3tw-1c6"-man-min—Jeff Lee .. JL
Boyle's Column—5tw-500-by-wire—
Hal Boyle ..... APN
Breslin Column, Jimmy ..... LOR
Bridge Column—d ex S-400-1c12"-ill-ilm-map-tape—Oswald & Jim Jacoby ..... NEA
Broadway—3tw-500-orp-S-500-wire—
Jack Gaver ..... UPI
Broadway Beat—w-Hans Holber ..... EPS
Broadway Karikatures—w-2c6"-600-man-ill-ilm—Joe Kaliff ..... AMF
Broadway Off 'N On—w-500-mim-ill—
William Raidy ..... GFC
Broadway Vignettes—w-2c5"—
Marcia Michels ..... AMP
Buchwald Column—3tw-500-mim—
Art Buchwald ..... LAT
Builders of a Nation—S-400 (Roto page)-orp-ill—Ed Mason ..... DF
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By George!—humor—d-200-mim ..... UFS
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Toledano ..... KFS
Income Tax Series—an-800-1c25"-
man-tape-ill-ilm—Ray De Crane .... NEA
Indoor Gardening—w-750-ilm-mim—
Katherine B. Walker ..... PHS
Inside Humor—d or w—Harry S.
Victor Riesel ..... PHS
Inside Labor—5tw-700-mim—Victor
Riesel ..... PHS
Inside Report—5tw-800-mim—Rowland
Evans & Robert D. Novak ..... PHS
Inside The Economy—3tw-600-mim—
Joseph R. Slevin ..... NE
Inside Washington—3tw-mat-
proofs—Henry Catheart ..... CP—KFS
Inside Washington—4tw-800-mim—
Robert S. Allen & John Goldsmith .. PHS
Insurance Simplified—w-300-mim—
Saul Sokol ..... DF
Interior Decorating—tw-mim-400-ill ..... BM
Interior Motiffs—2tw-600-mim-ill—
Barbara Taylor Bradford ..... NE
Interviews—trr-var-mim ..... AFP
Inventions—Modern Magic—
w-500-mim-Staff ..... BNH
Isn't It The Truth?—w-2c12"-4c12"-
mim—Charles Rehns ..... REH
Israel Newsletter—w-800-mim—
Eliahu Salpeter ..... JTA
It Happened Last Night—dS-750--mim-
—Earl Wilson ..... PHS
It Seems To Me—w-500-mim—
David C. Gardner ..... GA
It's a Cockeyed World—2c5-mat—
Joe Kaliff ..... AMF
It's A Funny World—w-800-mim—
John Crosby ..... NE
It's News to Me—3tw-400-500-mim—
Herb Caen ..... CHR
It's The Law—cont-500-man-ill—
Dick Hyman ..... HYM
It's Your Landscape—w-400-ill-mim-
ilm—George Creed ..... PHS
J. F. terHorst Column—sw-600-
mim ..... NANA
Jeane Dixon Horoscope (and Predictions)—
dS-500-orp—Jeane Dixon ..... NE
Jest A Minute—w-500-mim—Richard
Blummer ..... ASC
Jimmy Breslin's Column ..... LOR
Jobs Unlimited—w-200-2c7"-orp-ill—Justin
Manning ..... FOU
John Keasler—5tw-mim—
John Keasler ..... MCN
Joyce Haber Column — 5tw-600-mim — Joyce
Haber ..... LAT
Joys & Jolts of Retirement—w-600-mim—
Theodore Schuchat ..... NANA
Just Something Pretty (Flower Arranging)
—w-ill-mim—Cindy Smith ..... CRE
Karikature Karnival—w-1c6"-200-blo-with
Caricature-ilm—Joe Kaliff ..... AMF
Karikaturettes—w—Staff ..... AMF
***Kingsbury Smith**—3tw-mim—Kingsbury
Smith ..... KFS
Karpin On Bridge—dS-400-orp-ill-mat—
Fred Karpin ..... NE
Kitchen Cynic—5tw-2c6"-mim—
Bern Sharfman ..... AMF
Know Your Hemisphere—w-450-mim-
CNS correspondents ..... CNS
Larry Gore's Thing—dexS-4c/5c-mat-orp—
Larry Gore ..... UNP
Las Vegas/Reno/Tahoe—w-400-mim—Barney
Glazer ..... TCN
Latin American Column—w-var-man—
Barry Bishop ..... CTN
Latin News Roundup—(in Spanish and
English)—w-750-mim ..... CNS
Law Brief, The—d-150-500-mim-orp-gal—
Martin J. Ross ..... LAW
Law Briefs For Business—d-150-man—
Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-850-mim—
David Lawrence ..... PHS
Lawrence Fertig—S-750-mim—
Lawrence Fertig ..... CF
**Lecherous, Licentious, Lascivious Lyrics is
not the title**—w-mim—Milton Hagen GBR
Legal Aid—d-500-man—Martin J. Ross LAW
Lesson in English—dex8-mim-115-400-man
—W. L. Gordon ..... WLG
Let's Ask Gil—w-500-mim—Gil Whitton WCS
Let's Explore Your Mind—d-1c-2c-300-
ilm; S-300-hpt-tps-ill-ilm-mat-tape—
Sylvanus and Evelyn Duvall ..... NNS
Leo Para Feminas—d-150-man—Martin J.
Ross ..... LAW
Life Begins At Forty—5tw-600-mim—
Robert Peterson ..... MCN
Listen Americans—w-500-man—
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Little Old New York—Broadway—
tw-man—Ed Sullivan ..... CTN
Look Smart!—w-500-mim-ilm—Harry
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Looking At Washington—w-2c-man-tape—
Editors ..... EC
Lou Edman Describes—w-700-man—
Lou Edman ..... EDM
Love on Life—S-1,000-mim-Philip
H. Love ..... BM
Love On Life—w-700-mim—
Philip H. Love ..... NANA
**"Low Down" From the Congressional
Record**—w-600-orp-Joe Crump ..... CRU
Lyons Den, The—d-850-mim-
Leonard Lyons ..... PHS
Magic Carpet Over Broadway—dS-2c6"-mat-
man—Joe Kaliff ..... AMF
Male Bag—2tw-500-ill-mim—Elaine Taylor
Gordon ..... NE
Man's World—w-2c-man—Everett Mattlin CTN
Marianne Means' Washington—3tw-mim—
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Mary Haworth's Mail—5tw-mim—
Mary Haworth ..... KFS
Mary McGrory—3tw-750-mim—
Mary McGrory ..... WSS
Mary Merryfield Column—S-man—
Mary Merryfield ..... CTN
Max Lerner Column—3tw-600-mim—
Max Lerner ..... LAT
Maybe The Week Will Get Better —
S-man—Elmer Muffwinkle ..... CTN
McGrady Column—w-1000-mim-orp—
Mike McGrady ..... NE
Medical Memos—5tw-150-mat-ill—
H. L. Herschensohn, M.D. ..... LAT
Military Analysis—w-1000—
Brig. Gen. S. L. A. Marshall ..... LTWP
Mini-Parade of the U.N.—w-150-mim-ill—
Jeanette Ver Meulen ..... CIT
Mockridge Column, Norton—5tw-700-mim—
Norton Mockridge ..... UFS
Modern Almanac, The—w-man—
Herb Daniels ..... CTN
Mohr About Fashion—3tw-350-man-ill—
Berta Mohr ..... MOH
$Money Talks$—w-300-mim—Frank G. Spa-
done ..... COI
Money Clips—w-2c9"-man-tape-ilm—
Mort Reed ..... NEA
Moore About Adam & Eve—tw-200-
mim—Cullen Moore ..... CMS
Morning Report—d-100-mim—
Abe Mellinkoff ..... CHR
Morrie Ryskind Column, The—2tw-750-
mim—Morrie Ryskind ..... WSS
Mostly About Dogs—S-man-ill—
Tom McNally ..... CTN
Mostly About People—w-500-mim—Walt
Schmidt ..... OHF
Motion Picture Column—6tw-450-mim—
James Meade and Dave McIntyre .... CNS
Movie Column—S-500-wire—
Vincent Canby ..... NYT
Mr. Billopp—d-300-man—
Frances F. Beirne ..... FJM
Music Informer—w-500-mim—
Julian Osberg ..... HIS
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William Doyle ..... UFS
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Heimer ..... CS,KFS
Nason on Education—3tw-400-mim—
Dr. Leslie J. Nason ..... APN
National Whirligig—d-mim-1200-tape-w-
800-tape—Ernest Cuneo ..... BM
Nature—w-375-orp-ill—Edward S. Thomas DP
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mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
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Interest**—dex3-300-600-mim-ill-ilm-tape
—Ray Cromley, Dick Kleiner, Leon Dennen,
Bruce Biossat, Tom A. Cullen, Gaynor Mad-
dox, Rosette Hargrove, Robert Cochnar,
Tom Tiede, Roger Doughty, Joan Crosby,
Boyd Lewis, Murray Olderman ..... NEA
News Focus—4tw-875-mim—
Charles Bartlett ..... PHS
News Futures—w-mim-1000—Staff ..... EDS
News Futures—w-mim-1000—Staff ..... CQ
News Notes—w-2c9"-man-tap—Staff .... EC
News of Broadway & Hollywood—m-hps-
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New York Theatre Letter—S-man—
John Chapman ..... CTN
Non-fiction quality background material . ECI
**Nonsense (Name of State) (About Zany
Laws in Various States**—cont-500-man-
ill—Dick Hyman ..... HYM
Notes on the News—d-1c2¾"-mat-orp—
Charles D. Pearson ..... PEA
***New See Here!**—5tw-mim—
Bert Bacharach ..... KFS
Oceanography—w-500-mim—
Frank Macomber ..... CNS
Of All Places—w-750-mim-ill-
Horace Sutton ..... PHS
Of Science & The Universe—The Eternal Liv-
ing God—w-500-mim—Staff ..... BNH
Of Smith and Men—3tw-400—
Jack Smith ..... LTWP
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Off The Beaten Track—w-525-mim-ill—
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Bob Considine ..... KFS
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Harry Golden ..... BM
Opportunities Unlimited—6tw-mat-proof—
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Ottawa Comment—5tw-800-proof —
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Pan American Report—6tw-450-mim—
CNS correspondents ..... CNS
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—Arnold Arnold ..... NNS
**Parents Ask—From the Gesell Institute
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Louis Bates Ames, Ph.D. ..... PHS
Parents' World—5tw-350-400-mim—Dr.
Eve Jones ..... BON
Past Sixty—w-sw-700-man—Meg Hale . HAL
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Reportee—S-800-mat-ill-orp—Ralph Reppert ..... FJM
Reston Column—3tw-750-wire—James Reston ..... NYT
Round Up of World News—w-var-mi n—David Horowitz ..... WUP
Rowan Column—3tw-800-mim—Carl T. Rowan ..... PHS
Roy Wilkins Column—w-750-mim—Roy Wilkins ..... RTS
Rusk Column—S-500-wire—Dr. Howard Rusk ..... NYT
Rx For Sick Marriages—dexS-50-mim—Dr. Connor G. Cole ..... CF
Sahara Bulletin—sm-var-mim ..... AFP
Salute—w-700-mim—Jerry T. Baulch .. APN
Sam Says—5tw-500-mim Sam Sicilliano ..SAS
Say It Straight!—w-600-mim—Victor Lasky ..... NANA
Science Column—S-500-wire—Walter Sullivan ..... NYT
Science and You—S-400-wire—Joseph L. Myler ..... UPI
Science In Focus—w-500-orp-ill—Tom Fennessy ..... PF
Science Today—5tw-400-wire—Staff .... UPI
Secrets of Charm—d-1c-2c-300-ill-lim; 8-4c8"-mat-tape—John Robert Powers ..... NNS
Security for You & Veterans Guide—3tw-400-mim—Martin E. Segal ..... APN
Senator Nichol—w-800-mim—Sen. John Nichol ..... TTS
Senator Soaper Says—dexS-600-mim—Harold Hefferman ..... NANA
Senior View, The—w—San Sicilliano ... SAS
Serving Seniors—sw-700-mim—Esther & David Elston ..... WIL
Edward P. Morgan ..... NE
Shape of the News—w-700-mim—
Shulberg's Report—m-2000-mim—Budd Shulberg ..... NE
Silver Lining—w-650-mim—Rabbi Samuel Silver ..... SAF
Solunar Tables—w-500-mim-ilm—Richard Alden Knight ..... RTS
Sorel's News Service—w-3c-mat—Edward Sorel ..... KFS
Sources of The Nile—w-750/100-mim—Paul Williams ..... SAW
Southwest Features—Staff ..... CNS
Space Age Report—6tw-400-mim—Frank Macomber ..... CNS
Space I. Q.—dexS-500-mim—William Weiser ..... CF
Spanish Language Report—w-450 ..... CNS
Speaking Frankly—tw-500-mim—Mary McGrath ..... UFS
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
SportShelf—w-1c6"-man-mim—Jeff Lee ... JL
Sports Before Your Eyes—d or w—Harry S. Donen ..... DHS
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Sports Columns—3tw—Jack Murphy & Paul Corcoran ..... CNS
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Spotlight On Education—w-3tw-d&S-750—Arthur S. Green ..... GRE
Spotlight On Education—w-800-mim—Dr. Benjamin Fine ..... NANA
Stamp & Coin News From America—w-500-offset ..... WEI
Stars and Lovers (Questions & Answers)—w-3c-1000-mim—Cullen Moore ..... CMS
State of Affairs—3tw-700-mim—Clayton Fritchey ..... NE
Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love ..... NEA
Stop Killing Yourself—6tw-500-orp—Dr. Peter Steincrohn ..... MCN
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF
Strictly Fresh—w-150-1c4"-man-mat-ill—Staff ..... NEA
Strictly Personal—5tw-500-mim—Sydney J. Harris ..... PHS
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Sugar and Spice—w-600-orp-mat—Bill Smiley ..... TTS
Sulzberger Column—3tw-750-wire—C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—Rev. John B. Sheerin, C.S.P. ..... NCW
Dr. Earl L. Douglass ..... CF
Sunday School Lesson—S-750-mim—
Suzy Says—6tw ..... CTN
Swinging Set—3tw-300-500-mim—Sylvie Reice ..... PHS
Take a Break—cont-var-man-mim—Staff BIS
Teen Forum—dS-400-mim—Jean Adams ..... UFS
Teen Manners—w-400-mim—Pat Davis .. CNS
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim—Lester Rand ..... YR
Television Column—S-500-wire—Jack Gould ..... NYT
Television Informer—w-550-mim—John Austin ..... HIS
Tell Me, Dorothy—5tw-25/40-man—Dorothy Crispo ..... DOR
Test Your English—d-200-mim—Carroll H. Jones ..... RTS
The Battle and The Breeze—5tw-600-mim—Celestine Sibley ..... WNS
The Denis Warner Column—w-750-mim—Denis Warner ..... RTS
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA
The Fearless Spectator—w-500-mim Charles McCabe ..... CHR
The 5c Cigar-Outspoken Politics—w-300-man—T. A. Nielsen ..... NIE
The Indoor Artist—w-4c5"-2c8"-ill-mim—Don Stacy ..... RTS
The Justice Said—3tw-100-mim—M. R. Williams ..... LAT
The Legal Way—w-500—Edward Demson ..... CNS
The Lighter Side—5tw-400-wire—Dick West ..... UPI
The Morrie Ryskind Column—2tw-750-mim—Morrie Ryskind ..... WSS
The Needle—6tw-100-mim—Harold Coffin ..... APN
The News in a Word—d-175; S-275-mim—S. V. Baum & W. J. Laubenstein .... QUI
The Philip Wagner Column—sw-650-mim Philip Wagner ..... WAG
The Sixties—w-750-mim—William Wallace ..... WAL
The Street—w-800—Sidney Rutberg ..... FA
The View From Point Blank—tw-250-300-mim—John K. Young ..... CIT
The Well Child—Medical Column—w-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA
The Woman Traveler—w-600-mim-ill—Frances Koltun ..... PHS
The World & Basil Woon—w-900/1000-mim—Basil Woon ..... FED
The Worry Clinic—d-2c-mat-mim—Dr. George W. Crane ..... MCN
Theatre—S-700-man—William Glover .. APN
Theatre—S-500-wire—Walter Kerr .... NYT
Theatre—ind-500—Martin Gottfried ..... FA
These Days—5tw-mim—John Chamberlain KFS
They Said That It Couldn't Be Done—cont-var-man—T. Jerome Bishop ..... BIS
This World of Ours—w-750-mim—Richard F. Pattee ..... NCW
Three Minutes A Day—dS-150-man—James Keller ..... MCN
Through The Looking Glass—tw-1000-mim—News Portraits ..... NP
Tiede Column—3tw-600-man-ill—Tom Tiede ..... NEA
Timely Quotes—dexS-150-1c3½"-man-tape—Celebrities ..... NEA
Tips—w-mat-orp-1c-2c—Ken Reynolds ..... REY
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
To The Point—3tw/S-350-mim-tape—Russell Kirk ..... GFC
To Your Good Health—dS-750-mim—George C. Thosteson ..... PHS
Today's Education—S-750-mim—Dr. Robert E. Wilson ..... CF
Today's Index—dS-1⅛"-mat—Dick Peeples ..... AF
Today's Sports Parade—6tw-400-wire—Milton Richman ..... UPI
Today's Teens—w-300-mim—Lester Rand ..YR
Today's Women—sw-500-by wire—Joy Miller ..... APN
Tomorrow's Bridge Today—dS-500-mim-ilm—William Seamon ..... RTS
Topical Medicine—irr-var-mim ..... AFP
Topics—irr-var-mim ..... AFP
Total Woman—S-750-mim—Jean Adams . UFS
Travel Column—w—Richard Joseph .... CTN
Travel Informer—w-350-mim—Julian Osberg ..... HIS
Trials and Tribulations (Legal)—3tw-300-mim—Florence K. Parker ..... AD
Truth for Today: Let's Ask The Bible—d-400-mim—A. G. van Campen ..... GLS
Try And Stop Me—6tw-mat-proof—Bennett Cerf ..... CP,KFS
TV Notebook—w-450-550-4c6½"-man-ill-ilm-tape—Joan Crosby ..... NEA
TV Personalities—d-300-man-ill-ilm—Frank Langley, Stan Maays ..... NEA
TV Preview for Next Week—w-500-600-man ..... NEA
TV Scout—Television Preview Service—d-500-600-man ..... NEA
Two Minute Mystery—d-w-300-350-mim—24 part series-col-mim—Donald J. Sobol TM
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U.S. Constitution—3tw-500-mim—Porter B. Williamson ..... TRA
Under Twenty—w-8 separate cols.-500-mim—Kurt Lasson and others ..... CF
Variety—irr-var-mim-(Span. or Eng.) .. AFP
Vaughan at Large—3tw-600-mim—Bill Vaughan ..... BM
Video Vignettes—w-2c5"—Marcia Michels ..... AMF
Views of Sports—5tw-800-mim—W. W. "Red" Smith ..... PHS
Vincent Price On Art—w—Vincent Price CTN
Vintage Years, The—w-4c (separate)-500-mim—R. O. Beckman ..... CF
Virginia Payette—2tw-700-mim—Virginia Payette ..... UFS
***Voice of Broadway**—6tw-mim—Jack O'Brian ..... KFS
Washington—w-500-mim-var—Vera Glaser ..... WNS
Washington Beat—w-800-mim—Leslie Carpenter ..... PHS
Washington Calling—tw-750-mim-tape—Marquis Childs ..... UFS
Washington Capital News Service—6tw .. UPI
Washington Column—dexS-600-2c10"-man-tape—Bruce Biossat, Ray Cromley ..... NEA
Washington Insight—3tw-875-mim—Joseph Kraft ..... PHS
Washington Merry-Go-Round—dS-600-mim-tape—Drew Pearson & Jack Anderson ..... BM
Washington Monthly—m-1500/2000-mim—various authors ..... NE
Washington Scrapbook—w-man—Walter Trohan ..... CTN
Watch Dog—w—Staff ..... MOF
We Like This Plan Because . . .—w-2c-3c-mat-orp-ill—Hiawatha Estes ..... NPB
Week In Finance—S-500-wire—Thomas Mullaney ..... NYT
Week in Religion, The—w-900-var-mim RNS
Week in Review, The—w-500-wire—Staff ..UPI
Western and Equatorial Africa—sm-var-mim ..... AFP
What About Retirement—w-500-mim—Frank Corrick ..... CNS
What Kind of World?—w—Dr. Robert Maynard Hutchins ..... LAT
What Would You Do—IF . . .?—cont-var-man—T. Jerome Bishop .... BIS
What Young People Think—w-600-lim—Nancy Gilbert ..... APN
What's In Your Name?—3tw-350-400-mim-mat—Sanson Institute of Heraldry AD
What's Your Problem?—d-w-500-orp—Linda Lawrence ..... RFS
What's Your Problem?—w-700-mim—Bernard C. Meltzer ..... PHS
Why Grow Old?—dS-500-mim-tape-ill—Josephine Lawman ..... RTS
Wicker Column—3tw-750-wire—Tom Wicker ..... NYT
Widener Column—3tw-mim—Alice Widener ..... USA
William S. White Column—Washington—tw-650-mim-tape—William S. White .. UFS
Will's weekend almanac—w-500-mim—Will O. Creek, Jr. ..... WCS
Win At Bridge—dexS-400-1c12"-ill-ilm-man-tape—Oswald & Jim Jacoby .... NEA
Wisdom in the Street—2c4"-2c6"-mim—Charles Rehns ..... REH
Woman to Woman—5tw-400-wire (for morning papers)—Patricia McCormack .... UPI
Women Now—5tw-man—Dorothy Roe .. CTN
Women's Wear Daily—d-var-ill ..... FA
Women's World—w-500-mim ..... WNS
Wonderful World of Animals—d-500 or S-800-mim-ilm—Dr. Frank Miller, D.V.M.; Hubert Buel, Artist CHR
Words, Wit & Wisdom—dexS-300-mim—William & Mary Morris ..... LAT
Working Girl's Notebook—5-tw-man—Marion Odmark ..... CTN
World Affairs—w—Vice Adm. Ruthven E. Libby ..... CNS
World Lookout—w-special service from the U.N. ..... WPS
World This Morning, The—6tw-500-wire—Staff ..... UPI
World Today, The—dexS-50-by wire—James Marlow ..... APN
World's Week—w-500-mim—Copley News Service ..... CNS
Worry Clinic, The—dexS-mim-650—man-ill-ilm-tape—Dr. George W. Crane ..... HPS
Would You Believe . . .?—tw-300-350-mim—Frederick Philcox ..... CIT
Write-In!—w-600-mim—Cecelia ..... GLE
Yardstick, The—w-750-mim—Msgr. George G. Higgins ..... NCW
Years of Fulfillment—w-600-800-mim—Henriette Kish ..... WNS
Young Hobby Club—d ex S-250-1c-mini-ilm—Cappy Dick ..... PHS
Young Ideas—w-600-mim—Jeanne Sakol WNS
Young Moderns—w-400-man-ill-ilm—Vivian Brown ..... APN
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred . RTS
Your Dental Health—w-550-2c7"-man-tape—Dr. William Lawrence ..... NEA
Your Education Forum—w-600-mim—Dr. Benjamin Fine ..... NANA
Your Family and You—d-500-mim-ill—Dr. Paul Popenoe ..... NNS
Your Handwriting—3tw-100-mim William J. Ryall ..... RTS
Your Income Tax—w-sca-500-mim—Arnold Mandel, C. A. ..... TSS
Your Life And Mine—3tw-500-mim—Phyllis Mitchell ..... MIT
Your Money Matters—3tw-600-mim—Robert S. Rosefsky ..... NE
Your Money's Worth—5tw-600-mim—Sylvia Porter ..... PHS
Your Personal Finances—tw-600—Carlton Smith, Richard Putnam Pratt NEA
You're Telling Me—6tw-proof-mat—William Ritt ..... CP,KFS
You're The Skipper—w-100-ill-mim—John Bohannan ..... PHS-CWF
Youthful Viewpoint, The—w-1000-mim—Lester Rand ..... YR

12—COMICS

Abbie An' Slats—d-4c2½"-5c2⅝"; S-hps-tp-pt-mat—Raeburn Van Buren .... UFS
Adventures of Tiny Turtle—dexS-5c1" mat-orp—Brint Schorer, Jr. ..... TIN
Aggie—d-4c; S-tps-hpt-mat—Roy Fox ..... CTN
Air Hawk—dS-hps-ilm—Alan Foley (Australia) ..... BPS
Akwas—S-hps-tps-pt-mat—Mike Roy ..... CF
Alley Oop—d-4c2½"-mat; S-hps-tps-pt-hpt-mat—V. T. Hamlin & Dave Graue NEA
Americana—tw-500-mim—Sam Stuart .. CNS
Andy Capp—d-4c2⅛"-5c2⅝"; S-tps-hpt-mat—Reggie Smythe ..... PHS
Andy Capp—w-hpt-tps-mat—Reg. Smythe MIL
Animal Crackers—d-4c-3c-mat—Roger Bollen ..... NNS
Apartment 3-G—d-4c-5c; S-pt-hps-tps-mat—Alex Kotzky ..... PHS
***Archie**—d-4c; S-pt-hps-tps-½t-gph-mat—Bob Montana ..... KFS
Art Column—S-750-wire—John Canaday ..... NYT
Art, Et Cetera—w-1000—Chauncey Howell ..... FA
B.C.—d-4c-5c; S-pt-hps-tps-mat—Johnny Hart ..... PHS
Babs 'N' Horace—S-hps-hpt-mat-ill—Les Carroll ..... NEA
****Barney Google and Snuffy Smith**—d-4c; S-hps-tps-pt-qph—Fred Lasswell ..... KFS
Batman & Robin—dS-4c-5c-hps-tps-pt-mat-orp—Bob Kane ..... LED
Bat Masterson—d-4c-S-hps-tps-pt-mat—Herron and Nostrand ..... CF
****Beetle Bailey**—d-1c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS
Berrys, The—d-4c; S-pt-hps-tps-mat—Carl Grubert ..... PHS
Better Half, The—d-2c2½-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
***Big Ben Bolt**—d-4c-mat; S-hps-tps-pt-mat—John Cullen Murphy ..... KFS
Big George—d-2c-ilm; S-pt-hpts-tps-mat—Virgil Partch ..... PHS
***Big Sister**—d-4c-5c—Bob Naylor .. CP, KFS
***Blondie**—d-4c-5c; S-hps-tps-pt-mat—Chic Young ..... KFS
Bobby—d-4c; S-hps-pt-mat—Jerry Iger .. PF
Boner's Ark—d-4c; S-tps-hps-pt; mat—Addison (Mort Walker) ..... KFS
Boy and Girl—dexS-2c2"-mat—John Rouson ..... GFC
Brenda Starr—d-4c-5c; S-tps-pt-mat—Dale Messick ..... CTN
***Brick Bradford**—d-4c; S-pt-hps-tps-mat—Paul Norris ..... KFS
***Bringing Up Father**—d-4c; S-pt-hps-tps-mat—Kavanagh-Fletcher-Camp ..... KFS
Bugs Bunny—d-4c2⅛"-mat; S-hps-tps-pt-mat ..... NEA
***Buz Sawyer**—d-4c-5c; S-hps-tps-pt-¼ horizontal-mat—Roy Crane ..... KFS
Campus Clatter—d-4c 2⅛"-mat—Larry Lewis ..... NEA
Capitaine Bonvent—dexS-4c2"-mat—P. J. Kuhn ..... DWL
Cappy Dick—S-pt-hps-tps-mat—Cappy Dick ..... PHS
***Captain and the Kids, The**—*S-hps-tps-pt-hpt-mat—John Dirks ..... UFS
Captain Bob's Adventures—d-7¼"x2¼" (also 7"x2")-glossy-mat-plastic plates separate-mim text ..... VAZ
Captain Easy—d-4c2¼"-mat; hps-tps-pt-hpt-mat—Leslie Turner ..... NEA
***Captain Kate**—d-4c; S-tps-hps-pt-Jerry and Hale Skelly ..... KFS
Cap'n Knot—d-4c-orp-mat—Howard Swift ..... RUS
Carnival—d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat—Dick Turner ..... NEA
Cartoon Page—w-500-orp-Staff ..... TTS
Channel Chuckles—d-1c3¼"-ilm; S-hps-tps-pt-mat—Bill Keane ..... RTS
Children's Books—m-2ps-mat-orp—Famous Authors ..... SPS
Children's Tales—S-hps-pt—Various Authors ..... MCN
Cicero's Cat—S-6"-tps-mat—Al Smith ..... BM
***Color Comic Sections**—w-var-std & tab KFS
Color Comic Sections—S-ps-pt ..... NEA
Color Comics—S-ps-hps-tps-pt-hpt-mat—Various NEA Artists ..... NEA

CLASSIFICATIONS OF FEATURES

***Color Comics**—w-pt-tps-hps-ht-qpb—KFS Artists ..... KFS
Color Comic Sections—S-pn ..... ATF
Coloring College—S-hpt-B&W-mat—Matt Curzon ..... CTN
Comic Strips ..... OPS
Dateline: Danger!—dS-4c-5c-ps-pt-tps-mat-orp—John Saunders & Alden McWilliams ..... PHS
David Crane—dexS-4c2⅛"-mat—Craig Flessel ..... PHS
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF
Davy Jones—*dexS-4c2⅛"-mat—Sam Leff ..... UFS
Debbie Deere—dS-4c-5c-tps-hps-pt-mat—Frank Bolle ..... MCN
Deems—w-4c2"-mat-glossy proof—Tom Oka ..... SM
Dick Tracy—d-4c-5c; S-hps-pt-mat—Chester Gould ..... CTN
***Disney Treasury of Classic Tales**—S-hps-tps-pt-mat—Walt Disney ..... KFS
Dolly—dexS-2c4⅛"-mat—Bill Williams ..... PHS
***Donald Duck**—d-4c; S-hps-tps-¼ box-qpb-mat—Walt Disney ..... KFS
Dondi—d-4c-5c; S-hps-tps-pt-mat.. Irwin Hasen ..... CTN
***Dr. Kildare**—6tw-4c-5c-mat; S-hps-tps-pt—Ken Bald ..... KFS
Dr. Sam and the Space Masters—d-4c-5c; S-hps-tps-pt; mat-orp—Jim Westerman EBS
Dotty—d-4c; S-pt-hps-tps-mat—Buford Tune ..... PHS
Drift Marlo—6tw-4c2½"-mat—Tom Cooke & Phil Evans ..... COO
Drummond Column—4tw-800-mim-tape—Roscoe Drummond ..... PHS
Ed and Flo—d-4c2⅛"; 5c2⅝"; S-hps-tps-.. pt—Paul Sellers ..... UFS
Eek & Meek—d-4c2⅛-mat; S-hps-tps-pt-mat—Howard Schneider ..... NEA
Emmy Lou—d-2c4¼"-1c2"; S-hps-tps—pt-hpt-mat—Marty Links ..... UFS
Etta Kett—d-4c-5c—Paul Robinson .... CP
***Etta Kett**—d-4c; S-hps-pt-mat—Paul Robinson ..... KFS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—John Fischetti ..... PHS
Feiffer—w-5c4⅛"-6c5/16"-mat—Jules Feiffer ..... PHS
Ferd'nand—*d-4c2⅛"; *S-hps-tips-pt-hpt-mat—Mik ..... UFS
Flamingo—d-4c; S-hps-pt-mat—R. A. Roche and John Thornton ..... PF
***Flash Gordon**—d-4c-mat; S-pt-hpt-tps—Dan Barry ..... KFS
Flibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-5c-pt-hps-tps-mat—Hanna-Barbera Productions ... MCN
***Flop Family**—d-4c—George O. Swanson KFS
For Heaven's Sake—d-2c4"-orp—mat-Davis & Maley ..... HEA
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-hpt-mat—Henry Formhals ..... NEA
Fred Bassett—d-4c2 1/16"; 5c2⅛"; S-pt-hps-tps; mat—Alex Graham ... PHS
Freddy—d & S-4c2½"-mat-tps—Rupe ..... WSS
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ... LAT
Fun and Games—w-hps-ilm—T. R. Green (Switzerland) ..... BPS
Funland—S-hps-pt-tps-mat—Arthur Nugent ..... BM
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King, Dick Moores (daily), Bill Perry (Sunday) ..... CTN
Gaints—dex mat-4c2½"-mat—Walt McDayter ..... LAT
Giants, The—d-4c2"-mat—Bill Payne ..... TTS
Gil Thorp—dexS-4c-5c-mat—Jack Berrill ..... CTN
Go-Go Gruver—dex S-4c/5c-mat-orp-Jim (Pabe) Pabian ..... EDW
Good Old Days, The—w-3c4"-4c5⅛"; S-hpt-mat—Erwin L. Hess ..... UFS
Good Old Days & Antique Fair—S-tps-hpt-mat; w-3c4"/4c5⅛"—Erwin L. Hess ..... UFS
Gordo—d-4c2½"; S-hps-tps-pt-mat—Gus Arriola ..... UFS
Grandpa's Boy—w-4c2"mat-glossy-proof—Brad Anderson ..... SM
Grin and Bear It—d-2c3c; S-hps-pt-tps-mat—George Lichty ..... PHS
Grubby—w-4c2"-mat-orp—Warren Sattler SM
Gully Foyle—S-hps-tps-pt-mat-orp—Stanley Pitt & Reginald Pitt ..... LED
Hairbreadth Harry—d-8-4c-5c-hps-tps-pt-mat-orp—Staff ..... LED
Hapless Harry—d-4c; S-hpt-tps; mat—George Gateley ..... CTN
Have Fun!—w-1c11" mat-orp—Lee Bryan and Rube Weiss ..... BLA
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
***Heart of Juliet Jones, The**—d-4c-5c-mat; S-hps-tps-pt-qpb-pt—Stan Drake ..... KFS
Helen Homemaker—S-4c2½"-mat-orp—Lloyd Birmingham ..... CF
***Henry**—d-4c; S-pt-hpt-tps-qpb-mat—Carl Anderson ..... KFS
Here's Mom—w-2c-mat—Isabel ..... CTN
Hey, Swingy—6tw-4c2½"-mat—Jan Green GFC
***Hi and Lois**—d-4c-5c-mat; S-pt-hps-tps-¼ box-qpb—Mort Walker and Dik Browne ..... KFS
How Does It Work—w-4c-mat—Bruce Bailey ..... CF
***Hubert**—d-2c-4c-S-pt-tps-hps-mat—Dick Wingert ..... KFS
Hystoria—dexS-4c-mat—Tom Shephard & Bob Cohn ..... AD
Jackson Twins, The—d-4c-5c; S-hps-tps-mat—Dick Brooks ..... MCN
Jasper—S-hpt-mat—James Simpkins .... CWF
Jeff Cobb—6tw-4c2½"-mat—Peter Hoffman ..... GFC
Jes' Smith—dexS-4c-mat—Johnny Pierotti ..... CF
Joe Palooka—d-4c; S-pt-hps-tps-mat—Ham Fisher ..... MCN
***Johnny Hazard**—d-4c; S-pt-hps-tps—Frank Robbins ..... KFS
Josh Billings Sez—w-1c4"-2c4"-mat-orp—Rube Weiss ..... BLA
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS
***Katzenjammer Kids**—S-pt-hps-tps-mat—Joe Musial ..... KFS
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—Alfred Ambriola ..... PHS
Kitty Higgins—S-5c-7c-mat—Ferd Johnson ..... CTN
Kiwi—d-3c/4c-mat—Ken Mentone & Brian Kirby ..... CTN
Laugh In—d-4c/5c; S-tps—hpt-mat-Roy Doty ..... CTN
Let's Make—S-2c-mat-orp—Ben Corey ..... HAR
Life With the Rimples—w-4c2¼"-ill-ilm—Les Carroll ..... NEA
Life's Like That—d-1c1⅞"-2c2⅛"; S-hps-tps-pt-mat—Fred Neher ..... BM
Li'l Abner—d-4c-5c-S-hps-tps-pt-mat—Al Capp ..... CTN
Lisons—30 wk. series-mat—French translation Le Comte De Monte Cristo ..... CF
Little Brother Hugo—S-7c-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat—Jolita ... GFC
Little Farmer—w-4c2"-mat-glossy proof—Kern Pederson ..... SM
Little Iodine—S-qp-box-hpt-tps-qpb-mat—Bob Dunn & Hy Eisman ..... KFS
Little Joe—S-ps-mat—Robert Leffingwell ..... CTN
***Little King**—S-hps-tps-mat—Otto Soglow ..... KFS
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... LAT
Little People, The (plus Huckleberry Hollow)—S-hps-tps-hpt-mat—Walt Scott ..... NEA
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
***Little Woman, The**—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lolly—d-4c-5c; S-tps hpt-mat—Pete Hansen ..... CTN
***Lone Ranger**—d-4c; S-hps-tps-pt—Paul Newman and Charles Flanders ... KFS
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Love and Laughter—w-hps-ilm—Maria Molnar ..... BPS
MacDivot—dexS-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
***Mandrake The Magician**—d-4c; S-pt-hps-tps-mat—Lee Falk and Fred Fredericks KFS
Manny From Mars—w-1c-2c-ill—Fred Treadgold ..... BPS
Mark Trail—d-4c2¼"-5c2⅛"; S-pt-hps-tps-mat—Ed Dodd ..... PHS
Marmaduke—d-1c-2c-ilm—Brad Anderson and Dorothy Leeming ..... NNS
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PHS
Maw Green—S-5c-7c-mat—Harold Gray.. CTN
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN
***Mickey Mouse**—d-4c; S-hpt-hps-tps-qpb-mat—Walt Disney ..... KFS
Minute Mechanic—S-2c-at-orp—Ben Corey ..... HAR
Miss Peach—d-4c; S-hps-taps-mat-pt—Mell ..... PHS
***Mister Breger**—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moco—d-4c-mat—Moco (Mogenson and Cornelius) ..... LAT
Mons—d8"-2⅞"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps-hpt-mat—Ferd Johnson ..... CTN
Moon Platoon—d-ex S-4c2⅛"-mat-John R. Koch ..... SPS
****Moose**—d-4c-mat/S-pt-hps-tps-mat—Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Mountain Boys, The—dexS-2c4¾"-mat—Paul Webb ..... CF
***Mr. Abernathy**—6tw14c-mat; S-pt-hps-tps-Ralston Jones and Frank Ridgeway .. KFS
***Mrs. Fitz**—6tw-4c-mat—Frank Roberge ..... KFS
***Muggs and Skeeter**—d-4c-5c-mat—Wally Bishop ..... CP, KFS
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith ..... BM
Nancy—*d-4c⅝"-5c⅝"; *S-hps-hpt-tps-pt-mat—Ernie Bushmiller ..... UFS
Naturebug—S-tps-hps-mat—John Hazlett & Edward S. Thomas ... DF
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF
Nip and Tuck—w-var-ill—Fred Treadgold ..... BPS
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Odd Bodkins—d-4c2"-mat—Dan O'Neill ..... CHR
Odd-Ditties, Odd Facts in Verse—d-mim—Sterling Sherwin (ASCAP) ..... GBR
Off the Record—d-2c6 1/16"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
Otis—w-4c2-mat ..... NEA
Our Boarding House—d-2c3½"-2½"-c4¼"-3c5"; S-ps-hps-tps-hpt-mat—James Branagan ..... NEA
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette .. PHS
Out Our Way—d-2c3½"-2½"-c4¼"-3c5"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Paul Gringer ..... NEA
Package Deal—w-15 features-mat-glossy proofs ..... SM
Patrick—d-4c2½"-mat—Mai Hancock ..... WSS
Patrick Scott Entertainment—w-500-mim—Patrick Scott ..... TSS
***Peanuts**—*d-4c1½"/5c1⅞"; * S-hps-tps-hpt-pt-mat—Charles M. Shulz .... UFS
Penny—d-4c; S-hps-tps-mat—Harry Haenigsen ..... PHS
Perkins—d-4c2½"-mat—John Miles ..... RTS
***Phantom, The**—d-4c-5c; S-hps-pt-tps-mat—Lee Falk and Seymour Barry ... KFS
Phillip's Flock—w-4c2"-mat-orp—Doc Goodwin ..... DF
Pilote Tempete—dexS-4c2⅜"-mat—Henk Sprenger ..... DWL
Play-Funnies—S-tps-mat ..... CTN
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... PHS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
***Popeye**—d-3c-4c; S-pt-hps-tps—Bud Sagendorf ..... KFS
Pops—w-4c2-mats-glossy proof—George Wolfe ..... SM
Pottsy—S-tps-mat—Jay Irving ..... CTN
***Prince Valiant**—S-hps-pt-ps—Hal Foster ..... KFS
Prayers for the 20th Century—d-2c4"-orp-mat—Davis & Maley ..... HEA
Priscilla's Pop—d-4c2⅛"; S-hps-tps-pt-hpt-mat—El Vermeer ..... NEA
***Professor Phumble**—d-4c-mat—Bill Yates ..... KFS
Professor Pi—dexS-4c1 13/16"-mat—V. T. Born ..... DWL
Ray Wilson On Broadway—5tw-650-mim-orp—Ray Wilson ..... NEW
****Redeye**—d-4c/5c; S-tips-hps-tps-Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PHS
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Riff McTic—d-1c-5c-mat-orp—Alex Crosby ..... EBS
***Rip Kirby**—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF
Rivets—d-4c; S-pt-hps-tps-mat—George Sixta ..... PHS
Robin Malone—d-4c2⅛"-mat; S-hps-pt-hpt-tps-mat—Bob Lubbers ..... NEA
Rod Chance—d-4c-mat—Stanley H. Brams & Howard Whims .. CF
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... SM
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Jack Elrod ..... PHS
Sally Bananas—dS-4c-mat-orp; S-hps-tps—Charles Barsotti .... NE
***Scamp**—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS
***Secret Agent Corrigan**—d-3c-4c—Al Williamson and Archie Goodwin .... KFS
Short Ribs—d-4c2"-mat-S-tps-mat-pt—Frank O'Neal ..... NEA
Silky N' Vixen—d-4c-orp-mat—Russ De Marks ..... RUS
Smidgens—d-4c-mat—Robert Cordray ... NNS
Smilin' Jack—d-4c; S-tps-hpt-mat—Zack Mosely ..... CTN
Smith Family, The—d & S-4c2¼"-tps-mat—Mr. & Mrs. George Smith ..... WSS
Smitty—d-4c; S-tps-hpt-mat—Walter Berndt ..... CTN
Smokey Stover—S-tps-hpt-mat—Bill Holman ..... CTN
Sonny South—w-4c2"-mat-glossy proof—Al Courtson ..... SN
Sondags Krumelurer—dS-hps-ilm—F. W. Koenig (Germany) ..... BPS
Speed Douglas—d-4c-5c—Russ De Marks ..... RUS
Speed's Safety Slants—w-4c-var-mat—Russ De Marks ..... RUS
Spooky—S-5c-mat—Bill Holman ..... CTN
Sporteaser—dexS-1c4¼"-mat—Eddie Germano ..... CF
Steve Canyon—d-4c-5c; S-ps-pt-hpt-tps-mat—Milton Caniff ..... PHS
***Steve Canyon**—d-4c-5c; S-pts-hps-tps-mat—Milton Caniff ..... KFS
Steve Roper—d-4c-5c-pt-hps-tps-mat—William Overgard & Allen Saunders .. PHS
Stoker The Broker—dexS-1c4¼"-mat—Henry Boltinoff ..... CF
Strange World of Mr. Mum, The—d-2c4¼"; S-hps-tps-mat—Irving Phillips ..... PHS
Tales from the Great Book—S-pt-hps-tps—John Lehti ..... PHS
***Tarzan**—*d-4c2⅛"; *S-hps-tps-pt-mat—Edgar Rice Burroughs ..... UFS
Teenie Weenies—S-tps-hpt-mat—William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
The Born Loser—d-4c2½"-mat; S-hps-tps-pt-mat—Art Sanson ..... NEA
The Dropouts—*d-4c2⅛"/5c2⅝"-mat—Howard Post ..... UFS
The World of Entertainment—w-1c6"-man-tape—Lillian Hughes ..... EC
Theatre—S-500-wire—Walter Kerr ..... NYT
There Oughta Be A Law—d-3c4⅛"—3c3¾"-4c5½"; *S-pt-hpt-hps-tps—Harry Shorten ..... UFS
***They'll Do It Every Time**—d-3c-4c-mat; S-tps-hps-pt-mat—Bob Dunn & Al Scaduto ..... KFS
This Week In Astrology—S-hps-tps-pt-mat-orp-Carl Payne Tobey & Ted DeGrazia ..... NEA
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... SM
Tiffany Jones—d-4c2 1/16"-5c2⅝"—Pat Tourret & Jenny Butterworth ... PHS
****Tiger**—d-4c-mat/S-pt-hps-tps-mat—Bud Blake ..... KFS
***Tim Tyler's Luck**—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS
Today's Chuckle—dexS-25—Thomas Collins ..... GFC
Tom Trick—S-hps-tps-pt-mat—Mary Goss & Stan Maays ..... NEA
***Treasury of Classic Tales**—S-pt-hps-tps-mat—Walt Disney ..... KFS
Trudy—6tw-2c/4c-mat; S-t-tps-hpt-sph—Jerry Marcus ..... KFS
***True Life Adventure**—6tw-2c-3c-mat—Walt Disney ..... KFS
Tumbleweeds—dS-4c2, 1c5, 3c1½"-tps-mat; S-tps-hpt—Tom K. Ryan ..... RTS
Uncle Charlie—d-4c2"-mat—Peter Laing ..... WSS
***Uncle Remus**—S-hpt-hps-tps-mat-qpb—Walt Disney ..... KFS
Up Anchor!—S-hps-tps-pt-mat-orp—Kreigh Collins ..... NEA
Varmint—dexS-4c-5c-mat—Bob Knorr ..... RWK
Versus—d-4c; S-tps-hps-pt-mat—Jack Wohl ..... KFS
Wayout—d-4c-mat—Ken Muse ..... MCN
Weekend Chuckle—w-300-mim-ill ..... GFC
Wee Pals—d-4c2-1c5"-mat—Morrie Turner ..... RTS
Winky Ryatt—S-pt-hps-tps-mat—Jack Elrod ..... PHS
Winnie Winkle—d-4c-5c; S-tps-hpt-mat ..... CTN
Winthrop—d-4c2⅛"-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA
Wizard of Id—d-4c-5c; S-pt-hps-tps—Brant Parker & Johnny Hart ..... PHS
Woody's World—d-2c-mat—John Holm NNS
Yogi Bear—S-pt-hps-tps-mat—Hanna-Barbera Productions ..... MCN

CULTURAL

Art, Entertainment, Literature Poetry, Theatre (See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

Around the World—Feature packet on world events—w-1000-mim ..... AFP
Aura of Grassroots Your Aunt Bet—d-2c5"-mim—Betty Drullinger ..... HEA
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Between the Lines—w-750-man-mim—Edith Kermit Roosevelt ..... ROO
Candid Capsule Comment—d-15-man—Staff ..... SS
Con la Ley en la Mano (Column on Law in Spanish)—d-150-man—Martin J. Ross ..... LAW
Con La Ley En La Mano—d-150-man—Martin J. Ross ..... LAW
Custom Editorials—con—Staff-man ..... AE

Digest of Contemporary Opinion—(What Press is Saying);—w-var-mim—compiled ..... WUP
Diplomatic Pouch—w-1500-2000-mim—William R. Frye & others ..... FRY
Diplomatic Pooch—d-4c-mat-orp—Phil Evans & Jim Asher ..... COO
Drummond's Column—3tw-500-mim—Roscoe & Geoffrey Drummond ..... LAT
Editor's Associate—Editorial Copy—cont—var-man—T. Jerome Bishop ..... BIS
Editorial Column—3tw-mat-orp ..... KFS
Editorial Illustrations—1nd-var-mat-orp—John Lane ..... NEA
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials—w-3c-man-tape—Edward H. Sims & Staff ..... EC
Editorials—3tw-mat ..... CP
Editorials—dexS-650-2c12"-man-tape—Don Oakley ..... NEA
Editorials Anonymous—5tw-100-400-mim-var—Mrs. Cyrene Dear & David R. Dear ..... DPR
Everyday Editorials—d-1800-mim—Monte F. Bourjaily & Staff ..... GLS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Eye On The Presidency—3tw-600-mim—Nick Thimmesch ..... NE
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Golden Gleams—w-1c4"-man-tape—Selected and Edited by Staff ..... EC
Interpretive Report—3tw-1000-mim—Richard Wilson ..... RTS
***Jim Bishop: Reporter**—3tw-mim—Jim Bishop ..... KFS
Law Brief, The—d-150-500-mim-orp-gal—Martin J. Ross ..... LAW
Law For Women—d-150-man—Martin J. Ross ..... LAW
Legal Aid—d-500-man—Martin J. Ross ..... LAW
Ley Para Feminas—d-150-man—Martin J. Ross ..... LAW
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Mankiewicz and Braden Report—3tw-500-mim—Frank Mankiewicz and Top Braden ..... LAT
Mark My Words—tw-250-mim—Jim Fiebig ..... GFC
Military Affairs—w-500-mim—Gen. Ira Eaker ..... GFC
Notes and Comments—w-1c-man—Staff .. EC
Off the Record—w-1000-1200-mim—Nathan Ziprin ..... SAF
On The Right—3tw-650-750-mim—Wm. F. Buckley, Jr. ..... WSS
On Your Guard—w-300-500-mim—Jack Lotto ..... PRW
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC
Paul Harvey News—3tw-var-min-tape—Paul Harvey ..... GFC
People and Problems—d-150-500-man—Martin J. Ross ..... LAW
Public Affairs—3tw-750-mim—Gen. Thomas A. Lane ..... CF
Ralph McGill Column—d3-650-mim—Ralph McGill ..... PHS
Reflections—w-500/650-mim—Eric Hoffer ..... LED
Sen. Goldwater Column—w-500-mim—Sen. Barry Goldwater ..... LAT
Senator Soaper Says—d-300-mim—Bill Vaughan ..... BM
Shape of the News—w-700-mim—Edward P. Morgan ..... NE
Shulberg's Report—m-2000-mim—Budd Shulberg ..... NE
So Goes The Nation—w-650/800-mim—Sen. Edmund S. Muskie ..... LED
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—Edward H. Sims ... EC
Spotlight On Education—w-3tw-d&S-750—Arthur S. Green ..... GRE
Spotlite Series—dS-750-mim-ilm—Weekly Feature Articles ..... UFS
State of Affairs—3tw-700-mim—Clayton Fritchey ..... NE
"The Shrewd Nude" or other light & dark verse—dexSat-25-50-mim—John Milton Hagen ..... GBR
The U.N. Today—d-500-1000-by wire, telex or mail-ill-mim—William R. Frye ....FRY
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
Today's Talk—d-350-printed—George Matthew Adams ..... WSS
Views and Reviews—w-1c8"-man—Selected and Edited by Staff ..... EC
Washington Beat—S-800-mim—Leslie Carpenter ..... PHS
Washington Closeup—5tw-750-orp—Dana Bullen, Orr Kelly, Pentagon & Military Affairs; Judith Randall, Medicine. Health, Education & Welfare; Wm. Hines, Frank Getlein, Paul Hope .... WSS
Washington Monthly—m-1500/2000-mim—Various Authors ..... NE
World in Focus, The—S-750-800-ill-mim—William R. Frye ..... FRY
World Report—6tw-750-mim—Staff .... WSS

14—EDITORIAL CARTOONS

Auth Editorial Cartoons—5tw-3c-mat-orp—Tony Auth ..... NE
Auth Editorial Cartoons—3tw-2c4"-orp—Tony Auth ..... SAW
Badajos Editorial Cartoons—w-2c5"-orp—Ed Badajos ..... SAW
Below Olympus—5tw-2c5"-mat-ill—Frank Interlandi ..... LAT
Ben Wicks—8tw-1c3" 1½x1½"-ill-mat—Ben Wicks ..... TNS
Berry's World—d-2c1½-mat; S-tps-hpt-mat—Jim Berry ..... NEA
Bill Sander's Editorial Cartoons—5tw-3c7¼"-mat—William Sanders ..... PHS
Blaine—3tw-3c6"-mat—Blaine MacDonald ..... MIL
Borgstedt Editorial Cartoons—6tw-2c-3c-mat—Douglas Borgstedt ..... KFS
Buescher Editorial Cartoons—d-2c-3c-mat ..... CP, KFS
Cartoon—w-2c5"-mat—N. Bee ..... JTA
Cartoon Page—w-500 orp-Staff ..... TTS
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP
Citizen Smith—d-2c3½"-mat—Dave Gerard ..... RTS
Cobb Editorial Cartoons—w-2c4"-orp—Ron Cobb ..... SAW
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF
Conrad Cartoons—5tw-2c4-3c6-ilm—Paul Conrad ..... RTS
Corky Editorial Cartoon—2tw-4c5-mat—ill—Corky ..... LAT
Darcy Editorial Cartoon—5tw-3c-mat-orp—Tom Darcy ..... NE
Dowling Editorial Cartoon—5tw-2c-3c-mat—Dan Dowling ..... PHS
Editorial Cartoon—5tw-3c7-mat—Yardley Jones ..... TTS
Editorial Cartoon—d-3c-2c-mat—Staff .. CP
Editorial Cartoon—dS-2c-mat—Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... SM
Editorial Cartoon—dS-307"-mat—Bill Crawford ..... NEA
Editorial Cartoons—5tw-3c-mat-orp—L. D. Warren ..... NWS
Editorial Cartoons—dS-3c6"-mat-orp—Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons—cont-var-ill—Staff ..... BIS
Editorial Cartoons—d-3c5"-orp—(French & English)—Normand Hudon SOP
Editorial Cartoons—5tw-3c-mat—Don Hesse ..... MCN
Editorial Cartoons—d-3c-mat—Ray Manning ..... MCN
Editorial Cartoons—5tw-3c-mat—Vaughan Shoemaker—Stayskal ..... CTN
Editorial Cartoons—tw-3c6¼"-mat or repro proofs—Henry McCarn ..... STA
Editorial Cartoons—d-2c-S-3c-mat—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur Poinier ..... BM
Editorial Cartoons—5tw-3 col-mat—Gib Crockett ..... WSS
Editor's Choice Cartoons—8 cartoons per wk—3c7⅜"-mat—Justus and Long ... RTS
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PHS
Grant Editorial Cartoon—5tw-3c8"-mat-ill—Lou Grant ..... LAT
Happy Talk—w-500-mim—George Q. Lewis ..... HUS
Haynie Editorial Cartoon—5tw-2c-3c8"-ill-mat—Hugh Haynie ..... LAT
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Herblock Editorial Cartoons—5tw-2c5"-3c7¼"-mat—Herbert L. Block ..... PHS
Humor Report To The Nation—m-1000-mim—George Q. Lewis ..... HUS
Keypeek—d-1c2-mat-orp—Here Ficklen LED
Lightning In The Desert—26 day series-3c8½"-mat-orp—Bill Coble ..... HEA
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PHS
Mini-Poster—5tw-104"-orp—Don Addis .. .. WCS
News Cartoons—dexS-2c4¼"-3c6½"-mat—Milt Morris ..... APN
Oliphant Editorial Cartoon—5tw-4c4"-3c3"-mat-ill—Pat Oliphant ..... LAT
Package Deal—w-15-features-mat-glassy proofs ..... SM
Political Cartoons—3tw-var-ill—Giles and Lancaster ..... RTS
Potomac Fever—d-200-man—Jack Wilson ..... RTS
Robert W. Chambers—tw-3c6½"-mat—Robert W. Chambers ..... MIL
Small Society, The—6tw-3c-4c-mat; S-tps-hpt-color-4c-bl-mat—Morrie Brickman ..... KFS
Soliloquy—5tw-3c2¼"—Ric Hugo ..... PHS
Still At Large—5tw-1c3"-mat-orp—Robert York ..... AF
Uluschak—3tw-4c-6½"-mat—Edward Uluschak ..... MIL

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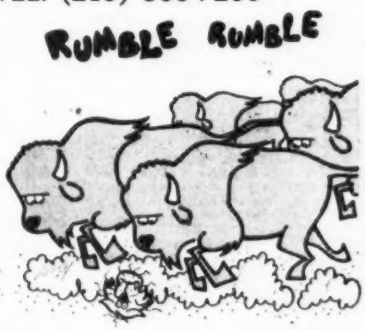

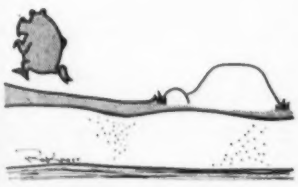

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Weekly Political Cartoon for State of Illinois only—w-3c6-mat-orp—Arthur A. Henrikson ..... HEN
Weekly Political Cartoon for State of Texas—w-3c6-mat-orp-w-2c3½-orp—Herc Fickien ..... AVA
Yardley Editorial Cartoons—d-3c-orp—Richard Yardley ..... FJM
Yardley Jones—tw-orp-mat-4c7"—Yardley Jones ..... TTS
Your ESP—d-2c5½"-mat-orp—Ruth Davis ..... HEA
Zschiesche's Editorial Cartoons—5tw-3c-mat-orp-Robert D. Zschiesche .... KFS

FARMING

(See Gardening—Classification No. 19)

15-FASHIONS

A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
A Man Looks At Women—w-300-man—Tom Nielsen ..... NIE
A World of Style—w-325-mim-ilm—Gerta Grudel ..... GFC
Basil Woon on International Events—w-900/1000-mim—Basil Woon ..... FED
Be Smart—dex8-1c4"-ilm—Kubal ..... GFC
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Business Visuals—tw-2c4-mat—Staff ..... NEA
Chic and Charming—6tw-1c-mat .... CP, KFS
Editorial material and picture service for women's pages—all material such as fashion, food beauty, etc—d-8-w-m-ms-ill—for foreign and domestic use ..... UOP
Eleanor Lambert's, She—3tw-300-500-mim-ill—Eleanor Lambert ..... PHS
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... BM
Family Manager—w-1c8-mats or orp—Staff ..... CSP
Fashion—w-700-mim-ill ..... WNS
Fashion Features—w—Dina Dellale .... EPS
Fashion in Color—occ-3c-4c-5c-ill-ilm ..... NEA
Fashion League—1c-2c-lines drawing-mim-mat-var-8 to 9 releases-prints—Florence de Santis ..... BM
Fashion Pictures—glossy prints—Ind—con ..... UPN
Fashion Snapshots—w-1000-mim-ilm ... AFP
Fashion Stories—sw-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Helen Hennessy & Staff ..... NEA
Fashion Stories—sw-400-ill-ilm—Jean Wilson ..... APN
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA
Fashionettes—w-150-orp—Staff ..... UPI
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Fashions For Women—w-400-mim—Helen Abel ..... CNS
Features—w-Ida Fried ..... EPS
***Half Tone Fashions**—3tw-mat—Alice Alden ..... KFS
Handle With Care—w-500-mim—Evelyn Zee ..... ASC
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Him—6tw-500-mim—Alex Sheftell ..... BM
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecelia Pedroza.. PED
Hollywood (Calling your city or country)—w-500-mim—Inez & Cecelia Pedroza PED
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA
In Fashion Now—w-1c3"-man-tape—Mrs. Hugo Sims, Sr. ..... EC
Inside Fashions—4tw-mim-photos—Eugenia Sheppard ..... PHS
Latest From Paris—d-1c-man—Monique ..... CTN
Let's Knit—w-var-ill—Ursula duBois ... AD
Look Smart!—w-500-mim-ilm—Harry Juster ..... RTS
Male Bag—2tw-500-ill-mim—Elaine Taylor Gordon ..... NS
Man To Man—S-500-ill-mim-tape—Bill Thomas ..... GFC
Men's Fashions (Daily News Record)—d-var-ill- ..... FA
Men's Wear—w-500-orp—Walter Logan ... UPI
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Now!—3tw-1c0"-ilm—Gene Loyd ..... RTS
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashion, needlework ... NEA
Report on the World of Women—sw-300-400-man-ill-ilm-tape—Helen Hennessy ..... NEA
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Styles—w-var-ill—Louise Cook ..... APN
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
The Legal Way—w-450—Edward Demson ..... CNS
The World & Basil Woon—w-900/1000-mim-Basil Woon ..... FED
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tips From Twiggy—3tw-55-2c-ilm-mim—Twiggy ..... NNS
Tobe on Fashions—4tw-60-12-mim .... PHS
Vogue Fashions—m-pkg-ill-man ..... CTN
Weekly Short Story—w-9x12-mim—various ..... BPS
What Next—Fashion Interviews—sea-ps-ill—Paul Hamlen ..... SPS
What's Your Fashionscope?—w-100-mim—ill-Ethel Burge ..... BUR
Women's Wear Daily—d-var-ill ..... FA
You're Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL

(See "Business"—Classification No. 7)

16—FICTION

Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Book-length Serials, supplied as books—various authors and lengths ..... CHA
Capsule Capers—w-600-700-man—Justin Manning ..... FOU
Famous Short Stories—w-500/1000-orp—various authors ..... BPS
Liberty Magazine's Book Serials—m-9x12-ill-orp—Various ..... BPS
Selected Short Shorts—w-750-man—Alex Jane Benchly ..... RA
Short Stories—w-var-ill—Various Authors WHE
Short Story—d-man-Well Known Authors CTN
Sports Serials (British, Australian, and American sports and non-fiction and instruction books) ..... JL
Two Minute Mystery—d-w-300-350—24 part series col-mim—Donald J. Sobol .... TM

17-FILLERS

Alec The Great—dex8-1c4"-mat—Edwina ..... WSS
Better Mousetraps—w-150-1c3"-orp-ill—Edward Keeling ..... FOU
Between Us Girls—dex8-1c1"-ilm—Ashton Wing ..... AF
Big Headed Fillers—w-2c-16-23 lines-orp—Staff ..... HF
Blackstone—w-100-2c5½"-orp-ill—J. M. Jacobs, Jr., LLB, JD ..... FOU
Briefs, Very Brief—w-1c15"-man-tape—Staff ..... EC
City Editor's Tip Service—w-mim—John Cleft ..... GFC
Clyde Moore Says—dS-175-orp—Clyde Moore ..... DF
Column Closers—w-200-300-man-tape—Staff ..... NEA
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS
Critters, The—dex8-1c2¾"-mat-orp—Gene Patterson ..... AF
Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... REH
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-proof-mat-tape ... CP-KFS
Famous Last Words—d-60-mim—Barnaby Conrad ..... CHR
Fillers—w-200-400-1c9—Staff ..... NEA
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STP
For Better or Worse—w-2c6"/1c3"—orp-ill—Justin Manning ..... FOU
Funsters—dex8-1c2½"-mat-orp—John Broudhecker ..... AF
General News Items—w-var-mim-wire by stringers ..... WUP
George Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Grab Bag—6tw-mat-proof ..... CP,KFS
Grass Roots Clippings—dS-var-mim—Kerwin Hoover ..... HTF
Guest, Edgar A. (poetry)—d-2c3¼";S-2c-mat—Edgar A. Guest ..... WSS
Handy Fillers—w-2c1 to 7 lines-orp—Staff ..... HF
Have Fun!—w-1-11"-mat-orp—Lee Bryan and Rube Weiss ..... BLA
Headed Fillers—w-2c8 to 16 lines-orp—Staff ..... HF
Here's an Idea—dex8-1c2½"-mat-orp—Jerry Angell ..... AF
I Wish I'd Said That—ind-7 part series—Art Linkletter ..... DDS
Idea Chaser—dex8-1c2½"-mat-orp—Jerry Langell ..... AF
Idea Payoff—dex8-1c2½"-mat-orp—Jerry Angell ..... AF
It's Fun in—(The month changes through the year)—w-90-max—Fritchie Saunders HC
Jest a Minute—d-man—George Daugherty CTN
Josh Billings Sez—w-1c4"-2c4"-mat-orp—Rube Weiss ..... BLA
Light Verse—(title varies)—dex8-cont-4-6 lines-mim ..... MAG
Looking Around—w-2c-mat-orp—w-2c mat-orp-Sid Hathaway ..... SM
Matters of Substance (Fillers)-cont-Var-man—T.Jerome Bishop ..... BIS
Minit Doodle—dex8-1c2¾"-mat-orp—Louis Maglia ..... AF
Moore About Adam & L.e—tw-200-mim—Cullen Moore ..... CMS
News Fillers—w-1c1 to 30 lines-ptd copy-orp-tape—Staff ..... SFS
Now You Know—7tw-30-wire—Staff ... UPI
Odd Facts—6tw-mat-proof—Staff ..... KFS
Otto Sez—dexS-1c1-mim—Frank Nickens HPS
Parents Plus—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Quirks in the News—6tw-500-wire—Staff ..... UPI
Read and Remember—dex8-min-100-man—W. L. Gordon ..... WLG
Rosettes—d-var-min—Elinor K. Rose .. EKR
Scrapcraft By Edna—S-var-zc-mat—Edna & John Clapper ..... NNS
Short Fillers, Headed Fillers—all subjects; quotations; editorial quips-m-5,000-mim ..... ROB
Short Short Stories—q-2c9¼"-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-tape—Staff ..... NEA
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c3"-man—Staff ..... EC
Special Shorts & Fillers—w-ps—Staff.. APN
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard Mix—fn-500-man—Staff ..... STP
Standard 2's—w-500-type—Staff ..... STP
Success Vitamins—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Sugar and Spice—dex8-30-mim—Elinor K. Rose ..... AF
Super Headed Fillers—w12c1 to 7 lines-orp—Staff ..... HF
Terse-Verse—dexS-25-35-man-mim—A. C. Gordon ..... WLG
The Shepherd—dS-50-mim-mat—Julien C. Hyer ..... CF
Think-Tank—dexS-1cx1¾-2cx3½-orp—various ..... COM
This Week's Motto—w-10-man—Staff .... SS
Tip Of The Tongue—cont-var-man-mim-Staff ..... BIS
Today's Index—dS-1½"-mat-orp—Dick Peeples ..... AF
Trixie the Trader—w-2tw-1c2¾-mat or proof—Dick Ericson ..... SM
Washington Notes—w-2c9"-man—Lillian Hughes ..... EC
Women's World—w-500-mim ..... WNS
Word Definitions' Fictionary—w-9x12-mim—Singer Features ..... BPS
Words of Wise Men—d-mat-proofs .... KFS
Worth Repeating—dS-10-30-mim—Theron C. Liddie ..... RTS

18—FOOD

Anecdotes & Recipes—w-1000-man—Daniel V. Thompson ..... THO
Bev's Bits & Bites—w-2c10"-ill-orp-mat—Beverly Anderson ..... HPP
Cooking Chat—d-500—Anne Wanstall ... TSS
Cooking For Pleasure—w-750-mim-mat—F. Rojas-Lombardi ..... ASC
Cook's Corner—w-ps-hps-ill—Lillian Hergesell ..... DF
Denhoff Food Articles—d-3tw-ill-mat-proof—Alice Denhoff ..... KFS
Dining With Dana—5tw-650-min-orp—Bob Dana ..... NEW
Eat & Grow Younger—Book serialization-21 installments-1c30"-ilm-orp—Leiord Kordel ..... SPE
Eat, Drink and Be Merry—w-600-mim—Robert J. Misch ..... WNS
Eat Up and Slim Down—14 installments—book serialization—1c20-ilm-orp—Leiord Kordel ..... SPE
Eat Your Troubles Away—Book serialization-20 installments-1c30"-ilm-orp—Leiord Kordel ..... SPE
Editorial material and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-8-w-m-ms-ill—for foreign and domestic use ..... UOP
Family Manager—w-1c8-mats-orp—Staff ..... CSP
Famous Recipes—w-500-orp—Jane Sherrod ..... BPS
Fast Gourmet, The—tw-250-mim—Poppy Cannon ..... GFC
Features—w-Ida Fried ..... EPS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food & Garden Gossip—w-500-mim—Daniel V. Thompson ..... THO
Food Articles—dS-ill-ilm—Mary Meade.. CTN
Food Facts—w-2c/3c-ill-orp—Staff ..... LUI
Food For Americans—Menus—tw-350-600-2c5"-2c9"-ill-ilm-tape—Aileen Claire ..... NEA
Food in Color—occ-3c-4c-5c-ill-ilm..... NEA
Food Shopping Guide—w-700-wire—Staff ..... UPI
Food Stories—w-400-ill-ilm—Cecily Brownstone ..... APN
Foodmanship—w-1000-man—Daniel V. Thompson ..... THO
For Men Only—Cooking—w-man—Morrison Wood ..... CTN
Gourmania Guide—w-qps-mat—Atherton & Pattman ..... SPS
Gourmet On A Budget—w-400-mim—Sandal & Pritch English ..... ENG
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Philomena Corradeno ..... PHI
Let's Ask The Cook—3tw-500-mim—Nan Wiley ..... BTS
Maddox Food Column—w-400-man-ill—Gaynor Maddox ..... NEA
Menus—d-200-man—Cecily Brownstone .. APN
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Messieurs Chateau & Briand—w-m-hps-mat-orp—C. Green ..... SPS
Mom's Lunch Box—5tw-300/500-mim-ill—Rose Irene Hammer ..... HAM
Our Man in the Kitchen—5tw-500-mim—Hyman Goldberg ..... BTS
Pleasures of Food & Garden—w-pt (1500)-mat-man-ill—Daniel V. Thompson ..... THO
Reader Service—Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits, patterns, golf, fashions, needlework .. NEA
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ..... GFC
Tasty Tales—w-2c-12"-min—Charles Rehns ..... REH
Three Meals A Day—5tw-600-min—Helen Gagen ..... TTS
To the King's Taste—w-750-mim—Hoyt Alden ..... WSS
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ..... PHI
What's New In Foods—qt-var-orp—Phyliss Lasky ..... AEW
Wine Column—w-man—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

A Gardener's Kitchen—m-1000-man—Daniel V. Thompson ..... THO
Bradshaw's Gardening—w-800-mim—John Bradshaw ..... TTS
Craft Patterns—w-2c3¼"-mat-ill ..... CRA
fact or fiction? . . . by Gil—w-500-mim—Gil Whitton ..... WCS
Food & Garden Gossip—w-500-mim—Daniel V. Thompson ..... THO
Flower Box, The—w-mat—Phyllis Pautz CTN
Garden Column—w-700—Tom Stevenson ..... LTWP
Gardengraph—sea-mat—Dean Halliday ..... CP, KFS
Garden Gossip—w-500-man-mim—Daniel V. Thompson ..... THO
Garden Question Box—w-800—Tom Stevenson ..... LTWP
Garden Series—sea-400-600-man-ill-ilm—Authorities ..... NEA
Gardeners Questions and Answers—w—James Murphy ..... CNS
Gardening—S-450-orp—Irwin & Martha Jones ..... DF
Gardening Column—w-ill-mat-mim—Fred Dale ..... TSS
Gardening For Fun—w-650-750-mim—Cindy Smith ..... CRE
Gardenographs—sea-mat—Dean Halliday ..... KFS
Gardens—w-400-ill-mim—Dorothy H. Jenkins ..... DHJ
Indoor Gardening—w-750-ilm-mim—Katherine B. Walker ..... PHS
It's Your Landscape—w-400-ill-mim—George Creed ..... PHS
Just Something Pretty (Flower Arranging)—w-ill-mim—Cindy Smith ..... CRE
Let's Ask Gil—w-500-mim—Gil Whitton ..... WCS
Miracle Gardening—w-500-orp—P. Carbone ..... BPS
Pleasures of Food & Garden—w-pt-(1500)-mat-man-ill— Daniel V. Thompson .. THO
Things To Do This Weekend—w-4c9" -orp—Gil Whitton ..... WCS
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Weeders Guide—w-500-man—Earl Aaronson ..... APN
Will's Weekend Almanac—w-500-mim—Will O. Creek, Jr. ..... WCS

GRAPHOLOGY

(See "Astrology"—Classification No. 1)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez ..... BTS
Astrology Today—w-1000-mim—J. Naylor ..... BPS
Child Care—dexS-350-mim-tape—William G. Cook, M.D. ..... GFC

the Leaders with the Readers

QUALITY *Editorial Page* FEATURES

RICHARD WILSON
Three authoritative columns each week from Washington.

JACK WILSON
His Potomac Fever column punctures stuffed shirts six days a week.

HUBERT HUMPHREY
Analysis and comment on both national and world affairs. Once a week.

PAUL CONRAD
Five powerful cartoons a week from a Pulitzer Prize winner. Daily by airmail.

SCOTT LONG

Eight cartoons a week for "Editor's Choice".

ROY JUSTUS

DICK WALLMEYER
Five cartoons a week by the brilliant cartoonist of the Long Beach Independent and Press Telegram.

SPECIAL FEATURES

The Country Parson
Thought-provoking comments on life by Frank A. Clark. A daily panel.

Now!
Today's fashions for young women. By Gene Loyd. Three times a week.

Easy Etiquette
One-column illustrated by Jeanne Harris giving etiquette advice in capsule form. Three times a week.

You and Your Home
Illustrated ideas for better home decorating by Barbara Barnes. Once a week. Color or black-and-white.

Auto Album
Ted Burness sketches authentic pictures of classic cars. Two-column panel. Once a week.

LEADING COLUMNS

ABOUT REAL ESTATE
Expert Don Campbell answers questions sent in by readers. Once a week.

ROY WILKINS COLUMN
An outstanding Negro leader interprets racial questions for all readers. Once a week.

KNOW YOUR ANTIQUES
Ralph and Terry Kovel give valuable information to antique hounds. Once a week, illustrated. Leaflet service.

HOUSE DOCTOR
Herman Baum gives practical advice to the home handyman. Once a week, illustrated.

SOLUNAR TABLES
The Original John Alden Knight tables tell best fishing and hunting time of day. Weekly.

OUR MAN IN THE KITCHEN
Hyman Goldberg shows beginners and experts how cooking can be fun. Five days a week.

COMIC DICTIONARY
Evan Esar coins oddball definitions to give readers a daily laugh. Seven days a week.

OUR RELIGIONS
Dr. Carlyle Adams gives factual answers to questions about all faiths. Once a week.

LOOK SMART!
Harry Juster tells men how to dress better. Once a week, illustrated. Leaflet service.

TOMORROW'S BRIDGE
William Seamon has popular modern approach to contract bridge. Seven days a week.

POINTS FOR PARENTS
Mary Bryson advises parents with "Not This, This," technique. Six days a week, illustrated.

DR. ALVAREZ
"America's family doctor" advises on health problems. Booklet service. Four times weekly.

WHY GROW OLD
Josephine Lowman tells women how to exercise, diet and stay young. Six days a week, illustrated. Leaflet service.

TEEN-AGE MAIL
Dorothy Ricker answers questions with sane, sensible advice. Three times weekly. Leaflet service.

PERSONAL TIPS TO TEEN-AGERS
Special weekend column on teen problems by Dorothy Ricker.

LET'S ASK THE COOK
Nan Wiley tells new brides and experienced housewives HOW to cook. Three days a week.

YOUR BABY AND MINE
Myrtle Meyer Eldred brings mothers up to date on the latest in child care. Leaflet service. Three days a week.

SEW SIMPLE
Eunice Farmer explains sewing tricks for old hands and beginners. Once a week. Leaflet service.

WORTH REPEATING
Theron C. Liddle selects wise and witty sayings worth remembering. Seven days a week.

YOU AND YOUR CAR
Don MacDonald gives practical advice on driving and car care. Once a week.

YOUR HANDWRITING
William Ryall analyzes handwriting. Three times a week.

THE INDOOR ARTIST
Donald Stacy's fascinating do-it-yourself feature for amateur artists. Once a week.

TOP COMICS

FAMILY CIRCUS
by Bil Keane
DAILY-SUNDAY

OFF THE RECORD
by Ed Reed
DAILY-SUNDAY

SOFT-SELL SAM
by Marv Myers
DAILY

TUMBLEWEEDS
by Tom Ryan
DAILY-SUNDAY

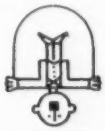
BETTER HALF
by Bob Barnes
DAILY-SUNDAY

CITIZEN SMITH
by Dave Gerard
DAILY-SUNDAY

THE ALUMNAE
by Mary Gauerke
DAILY

WEE PALS
by Morrie Turner
DAILY

CHANNEL CHUCKLES
by Bil Keane
DAILY-SUNDAY



PERKINS
by John Miles
DAILY

LAUGHS FROM EUROPE
by Various Artists
DAILY

AMY
by Jack Tippit
DAILY

THE REGISTER AND TRIBUNE SYNDICATE

Des Moines, Iowa — 488 Madison Ave., New York City

LEWIS LITTLE, Vice-President and General Manager

CLASSIFICATIONS OF FEATURES

Child Health—3tw-500-mim—
Dr. Frank Falkner ..... NE
Eat, Drink, Be Merry and Live Longer—
ind-12 part series-mim—
Harry A. Johnson, M.D. ..... DDS
Eye On Your Family—2tw-450-
mim—Dr. Alfred A. Messer ..... PHS
Exercise Series for Aching Back—10 articles-
200-ill-ilm—Maxwell Riddle ..... AF
Features—w—Ida Fried ..... EPS
Feel Young Again—Book serialization—
24 installments-1c20"-ilm-orp—
Lelord Kordel ..... SPE
Focus on Health—w-500-wire—
Alton Blakeslee ..... APN
Food And Your Health—2tw-300-mim—
Frederick J. Stare, M.D. ..... LAT
For Better Health—dex8-350-mim-tape—
S. L. Andelman, M.D. ..... GFC
For Women Only—3tw-350-mim—
Dr. Lindsay Curtis ..... NNS
Health—d8-man—Dr. Theodore R.
Van Dellen ..... CTN
Health and Beauty—w-2c4"-man-tape
Lillian Hughes ..... EC
Health Capsules—*dex8-1c3¼"-mat—
Michael A. Petti, M.D. ..... UFS
Health For Today—dexS-500-mim—
Dr. W. W. Bauer ..... CF
Health Today—w-750-orp—
Dr. P. Carbone ..... BPS
Hollywood Speaks—w-hps-mim—
Kurt Singer ..... BPS
How to Keep Your Child Well—tw-man—
Dr. Theodore R. Van Dellen ..... CTN
Insomnia—ind-12 part series-mim—
Gay Luce & Julius Segal ..... DDS
Let's Live Longer—12 installments—1c30"-
ilm-orp-Leland Kordel ..... SPE
Let's Stay Well—6tw-500-mim—
Dr. Eugene Scheimann ..... BM
Medical Memos—5tw-150-mim-ill—
H. L. Hershenshohn, M.D. ..... LAT
Meditopics—cont-var-man-mim—T. Jerome
Bishop ..... BIS
*Mirror of Your Mind—d-3c-mat; S-pt-
mat—John Conwell ..... KFS
Parents' World—5tw-350-400-mim—
Dr. Eve Jones ..... BON
Personal Health Service—d-450; S-1,000-
mim-tape—Dr. William Brady ..... NNS
Picture of Health—w-2c/3c-ill-orp—
Staff ..... LUI
Reader Service—Timely series, books on
income tax, household, bridge, better
grades, financial, Social Security/
Medicare, Education, Veterans' Benefits,
patterns, golf, fashion, needlework . NEA
Rusk Column—S-500-wire—
Dr. Howard Rusk ..... NYT
Speaking of Your Health—6tw-proof-
mat—Dr. Lester L. Coleman .....CP, KFS
Stay Alive Longer—Book serialization—
20 installments-1c30-ilm-orp—
Lelord Kordel ..... SPE
Tell Me, Nurse—tw-350-400—
mim—Phyllis C. Barrins ..... CIT
The Doctor Says—Medical Column—8tw-
550-2c7"-man-tape—Wayne G.
Brandstadt, M.D. ..... NEA
The Seekers—ind-12 part series-
mim—Jess Stearn ..... DDS
The Weather and You—d-300-mim—
Medicus Familius ..... RI
The Well Child—Medical Column—
w-550-2c7-man-tape—
Wayne G. Brandstadt, M.D. ..... NEA
The Worry Clinic—d-2c-mat-mim—
Dr. George W. Crane ..... MCN
To Your Good Health—d8-75-mim-tape—
George C. Thosteson ..... PHS
Topical Medicine—lrr-var-mim ..... AFP
What's Best For Your Child—
5tw-500-mim-tape—
Dr. David Goodman ..... BM
Why Me?—ind-7 part series-mim—
William Gargan ..... DDS
Worry Clinic, The—dex8-mim-650-man-ill-
ilm-tape—Dr. George W. Crane ..... HPS
Your Dental Health—w-550-2c7"-man-
tape—Dr. William Lawrence ..... NEA
Your Medicare—w-400-mim—
Eugene Miller ..... MLN

21—HISTORY—POLITICS

Adventure Postpaid—w-1c9"-man-
ill—Lee James ..... JL
African Coverage—3tw-400-mim—
CNS Correspondents ..... CNS
Antiques—w-275-ill-mim—
Dorothy H. Jenkins ..... DHJ
Art, Etcetera—w-1000—
Chauncey Howell ..... PA
Backgrounders—sw-400-mim—
Scott G. W. Meyers ..... TSS
Basil Woon on International
Events—w-900/1000-mim—
Basil Woon ..... FED
Between the Lines—750-man-mim—
Edith Kermit Roosevelt ..... ROO
Builders of a Nation—S-400
(Roto-Page)-orp-ill ..... DF
Congressional Quarterly Almanac—
an-bound volume ..... CQ
CQ News Stores—3tw-400-mim ..... CQ
CQ Weekly Report—w—reference and qt
index ..... CQ
Continuing Alert—cont-1,000-mim ..... WWI
Daily Flashback Calendar—d3-1c1¼"-mat-
orp—Dick Peeples ..... AF
Dateline: Harrisburg—w-600-mim—
Richard R. Haratine ..... WDS
During This Week—w-160-175-man—
Estey I. Reed ..... SS
Editorial Page Political Commentary—d-
750-mim-man—various authors ..... TSS
European Coverage—tw-500-mim—
Thomas Nuzum & Gene Gregory ..... CNS
Far Eastern Coverage—6tw-500-mim—
Ed Neilan & Derek Maitland ..... CNS
Feature Stories—sea-hpt-tpt-mim-ill—
Experts in their fields ..... WUP
Federal Corner—w-600-orp—
Roulnac Hamilton ..... DF
Federal Spotlight—d-650-mim—
Jos. Young ..... WSS
Flashback on Canada—d-250-mim—
Bob Bowman ..... TSS
Have You Met . . .?—w-1,200-ill—ilm-
2c4½"-1½c3¼"-mim—
Y. L. Tiajcliff ..... NP
Historical Series Features—cont-var-man—
T. Jerome Bishop ..... BIS
Homemaking Shorts—w-150-1c-man-tape—
Staff ..... NEA
If Your Name Is—d-w-470-man-mim—
Ann Reynolds, Ph.D. ..... RFS
In America—ind-600—
Charles Mitchelmore ..... FA
International Affairs—3tw-500- mim—
Royce Briar ..... CHR
Know Your Government—tw-200-250-mim—
Prof. Carl H. Kalvelage &
Peter J. Anderson ..... CIT
Moscow Mail—w-700-mim—
Edmund Stevens ..... CHR
News Personality Pictures—w-1c-ilm-orp—
Staff ..... NEA
On This Day—d-135-155-man—
Estey I. Reed ..... SS
Ottawa Perspective—3tw-500-mim—
Anthony Westell ..... TSS
Personality Sketches—w-2c-orp—
Nickolay Sabolotny ..... TSS
Picture Review of the Year—an-p-hps-
mat-ill—Staff ..... NEA
Review of the Year—an-ps-hps-mat-
man-ill—Staff ..... NEA
So Goes The Nation—w-650/800- mim—
Sen. Edmund Muskie ..... LED
Spanish Language Report—w-450 ..... CNS
Stories Behind Words—5tw-120-mim—
William S. Penfield ..... PE
Sulzberger Column—3tw-750-wire—
C. L. Sulzberger ..... NYT
The 5c Cigar-Outspoken Politics—
w-300-man—T. A. Nielsen ..... NIE
The Hubert H. Humphrey Column—w-750-
mim—Hubert H. Humphrey ..... RTS
The News in a Word—d-175; S-275-mim—
S. V. Baum & W. Laubenstein ..... QUI
The World & Basil Woon—w-
900/1000-mim—Basil Woon ..... FED
They Had A Dream—w-2c9"-man-ill—
George Reasons & Sam Patrick .....LAT
This Day in History—6tw-mim—Staff ... KFS
Through The Looking Glass—tw-1,000-mim—
News Portraits ..... NP
To Be Equal—w-600—
Whitney M. Young, Jr. ..... NAT
Today's Index—d3-1⅛"-mat-orp—
Dick Peeples ..... AF
Unknown In History, The—w-500-800-
man—Thourot Pichel ..... CN
What Life Has Taught Me—w-hps-mim—
Kurt Singer ..... BPS
Where Do You Come From?—cont-mat-
orp—John R. Koch ..... SPS
Wicker Column—3tw-750-wire—
Tom Wicker ..... NYT
World Affairs—w—
Vice Adm. Ruthven E. Libby ..... CNS
World Almanac Facts-Historical Facts—
5tw-75-1c4"-ill-ilm ..... NEA
World Lookout—w-Special service from
the U.N. ..... WPS
Year End Reviews—an-p-hps-man-mat-
ill-ilm—Staff ..... NEA

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Home To Live In—w-2c5"-2c7"-
man-ill-ptd copy ..... SHP
A Matter of Taste—3tw-350-mim-ill—
William Pahlman ..... PHS
About Your Home—w-1c6"-man-tape—
Mrs. Hugo S. Sims, Sr. ..... EC
Antiques—w-275-ill-mim—
Dorothy H. Jenkins ..... DHJ
Architects Home Designs—w-500-min-ill—
Gerry Bishop ..... BM
Associated Blueprints—w-mim-ill-ilm—
Jack McEleney ..... ASA
Bright Ideas—w-var-mat-orp-ill—
Joe Jones ..... APN
Chef, The—d-tw-250-300-mim—
Sylvia Windle Humphrey ..... BM
Craft Patterns—S-2c3¼"-mat-proof-ill;
or photo and proof—A. Neely Hall .... CRA
Craft Patterns—w-2c3¼"-mat-ill ..... CRA
Curious Facts—d-w-450-mim—
Donald Whitacre ..... CFF
Daily Financial News Reports—
domestic & foreign, Teletype 7xw .. PRW
Design for Living—5tw-400-mim-ill—
Evan Frances ..... CF
Designing Woman—2tw-mim-lgp—
Barbara Taylor Bradford ..... NE
Do-It-Yourself—w-600-700-man-ill-ilm-
tape—Mr. Fix ..... NEA
Do It Yourself—w-2c-orp-ilm—
J. Ralph Dalzell ..... DAK
Dorsey Connors (Hi! Im Dorsey Connors!)—
3tw-500-mim-ilm—Dorsey Connors .... PHS
Dottie Decorates—S-2c-3c-ilm-tape—
Dottie and Harry Brown ..... GFC
Easi-Bild—w-350-mim-mat-ill—
Don Brann ..... TSS
Easi-Bild—S-350-ilm—Don Brann ..... GFC
Editorial material and picture service for
women's pages—all material such as
fashion, food, beauty, etc.— d-S-
w-m-ms-ill—for foreign and domestic
use ..... UOP
Electric Living Guide—w-ps-mim—
Various ..... DC
Everyday Law—d-150-mim—
Martin J. Ross ..... LAW
Fabric Doctor, The—w-250-mim-ilm—
Fred Dodge ..... MM
Family Finance—w-700-mim—
Betty Yarmon ..... WNS
Family Pet Luck—w-1c6-mats or orp—
Helen Hale ..... CSP
Features—w—Ida Fried ..... EPS
First Aid to the Ailing House—d-400;
S-405-mim—Roger C. Whitman ..... BM
Fix-It Tip—w-50-1c4"-il-ilm—
Staff ..... NEA
Fix It Yourself—d-350-printed—
Hubbard Cobb ..... WSS
Furniture Restoration—m-var-ill—Staff.. WHE
Handy Family, The—w-4c2"-2c4"-mat—
Lloyd Birmingham ..... GFC
Helen Homemaker—S-4c2½"-mat-orp—
Lloyd Birmingham ..... CF
**Hints from Heloise—d-mim; S-tps-hpt—
mat colors—Heloise Cruse ..... KFS
Home—w-400-ill-mim—Ann Jermyn,
George Adams ..... DHJ
Home—w—Ida Fried ..... EPS
Home Decorating—w-350-mim—
Barbara Hartung ..... CNS
Home Decorations—w-2c4-mats or orp—
Staff ..... CSP
Home Furnishings Daily—d-var-ill ..... FA
Home Furnishings in Color—
occ-3c-4c-5c-ilm-ill ..... NEA
Homes Bldg Questions and Answers—w—
James Murphy ..... CNS
Homemaker's Humor—w-200-mim—
Ann Rudy ..... CNS
Homeowners' Money Savers—S-300-mim—
Douglas Tuomey ..... GFC
Home Repair Do's and Don't's—w-man-
150-ilm—Andrew C. Lang ..... APN
Homes Decorating—S-ps-orp-ill—
Jenice Jordan ..... DF
Homes for Americans—w-mat ..... APN
Homes Bldg: Questions and
Answers—w—Charles A. Taylor ..... CNS
House Doctor—w-800-mim-ilm—
Herman Baum ..... RTS
House News—w-mim—Aurilla Bradford.. ASA
House of the Week, The—w-pt-mat—
Andrew Lang ..... APN
House Plans—w-mat ..... KFS
Household Hints—w-var-mim ..... AFP
Household Hints—6tw-mat-proof ..... KFS
Household Scrapbook—dexS-mim-100-
300-man—Roberta Lee ..... WLG
Household Stories—w-300-ill-ilm—
Vivian Brown ..... APN
Housewife Helps—w-var-ill—Lois Hunter WHE
How Can I??—dexS-mim-100-300-man-orp
—Anne Ashley ..... WLG
Illustrated New Homes and Weekly
House Releases—w-var-mat—
Jack McEleney ..... ASA
Interior Decorating—w-400-man-ilm—
Vivian Brown ..... APN
Interior Decorating—tw-mim-ill-400 .....BM
Interior Decoration—S-2c-mat—
Jane Abrams ..... CTN
Interior Motifs — 2tw-600-mim ill—Barbara
Taylor Bradford.
Know Your Antiques—w-500-mim-ill-ilm—
Ralph and Terry Kovel ..... RTS
Minute Mechanic—S-2c-at-orp—
Ben Corey ..... HAR
New Products—w-300-mim—Opal Crandall CNS
New Products—w-500-orp—Dorothea
Brooks ..... UPI
New Ideas—Products—w-2c5"-500-man-
mim—Staff ..... JL
On The House—w-700-man-ilm—
Andrew C. Lang ..... APN
Pointers and Patterns—S-tps-hpt-mat-
ilm—Polly Cramer ..... NEA
Polly's Pointers—dexS-350-2c3; S-tps-
hpt: ill-ilm-man-mat-tape—
Polly Cramer ..... NEA
Reader Service—Timely series, books
on income tax, household, bridge,
better grades, financial, Social Security/
Medicare, Education, Veterans' Benefits,
patterns, golf, fashion, needlework .. NEA
Scrapcraft By Edna—S-var-2c-mat—
Edna & John Clapper ..... NNC
Short Takes (Fillers)—w-90-250-mim—
Staff ..... DHJ
Sid Ascher in New York—w-500-mim—
Sid Ascher ..... ASC
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Spadea Boutique Patterns—w-1c-2c-mat-orp
—Designers ..... SPS
Spice Cabinet—w-1c3"-ilm-orp—
Staff ..... NEA
Super Handyman—3tw-mim-ill-mat—
Al Carrell ..... KFS
Techtoons—w-2c-mat—Patof and Bixby .. CP
U-Bild-It—dS-var-man-mim—
Steve Ellingson ..... UB
U-Bild-Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
We Like This Plan Because . . .—w-2c-
3c-mat-ill-orp—Hiawatha Estes ..... NPB
*Wife Preservers—6tw-mat—Staff .. CP, KFS
Women's Page Features—d-350-man-tape-ill-
ilm—Rosette Hargrove; Gaynor Maddox;
Helen Hennessy, Aileen Claire, Polly
Cramer, Betty Canary, Judy Love,
Jeanne Schreiber, Joyce Gabriel .... NEA
Women's Page Fillers—w-150-man-
Staff ..... NEA
Workshop Patterns—sw-1c-ilm-mat-100 WPI
You and Your Home—w-3 color mats-various
sizes-200-mim—Barbara Barnes &
Ed Lehman ..... RTS
You Can Do It—w-500-man—
Alfred DeCiccio ..... CTN
You Can Fix It—tw-50-75-ilm-orp—
Gene Von ..... WLG
Your Antiques—w-500-mim-mat-ill—
Jack Jamieson .....TSS
You're Sew Right—Sewing Column—w—
Dale Cavanagh ..... SPS

23—MAPS

AP Weather Maps by Wirephoto ..... AP
Background Maps—w-ill-ilm—Staff .... APN
News Maps—1c-2c-3c-mat—
Staff Artists ..... NEA
News Visuals, Pictures, Maps &
Charts Page—dexS-ill-ilm ..... NEA
Weather Maps—by wire-glo-ind-con .... UPN
Weather Maps—Long Range Forecast—
m-2c6½"-ill-ilm—Staff Artists .... NEA
Where in the World . . .?—d or S-1c2¼"
mat-mim—John I. Dugan ..... UFS

24—MOTION PICTURES

A Visit to the Stars—w6 exclusive &
intimate candid photos of TV,
screen & stage personalities—
glossy-8x10—Staff ..... WIP
Ambling With Ann—w-500-mim—
Ann Wardell Saunders ..... SE
Arts of Leisure—w-750-mim—
Kathleen Carmody ..... NCW
Barney Glazer In Hollywood—
dS-400-mim-Barney Glazer ..... TCN
Celluloid Dreams—w-750/1000-mim—
Joel Reisner ..... SAW
Champlin, Charles (Motion Pictures
Column) ..... LTWP
Drama Review—d-sea-man—
John Chapman ..... CTN
Entertainment Features—TV, Stage, Movie
News—w-300-400-man-ill-ilm-tape—
Joan Crosby & Dick Kleiner ..... NEA
Entertainment Whirl—w-var-man—
Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-
mim-David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-
personalities—Gary Wagner ..... WIP
Glazed Bits—dS-400-mim—Barney
Glazer ..... TCN
Here's Hollywood—tw-600-mim—
Lorraine Gauguin ..... CTN
Hollywood—w-In Spanish, English &
Portuguese—Inez & Cecilia Pedroza . PED
*Hollywood—d-mim-mat-orp—Dorothy
Manners ..... KFS
Hollywood—d-man; S-man-ill— ..... CTN
Hollywood—dexS-400-by wire—
Bob Thomas ..... APN
Hollywood—3tw-400-wire-(for afternoon
papers)—Vernon Scott ..... UPI
Hollywood—4tw-400-wire-(for morning
papers)—Vernon Scott ..... UPI
Hollywood—Movies—TV—
tw-500-600-2c12"-man-tape-ill-
—Dick Kleiner ..... NEA
Hollywood Calling—(your city or country)
—w-500-mim—Inez & Cecilia Pedroza PED
Hollywood Candid Roundup—for rotor or
picture page—Staff Photographers .. HLW
Hollywood Candid Service—w-var-man-
mat-ill ..... GP
Hollywood Everywhere—dS-750-mim-photo-
print-tape—Sheilah Graham ..... BM
Hollywood Everywhere—dS-600-mim-ill
—Sheilah Graham ..... NANA
Hollywood Feature Service—w-750/1000-
mim—John Austin ..... HIS
Hollywood Heartline—dS-400-mim—
Barney Glazer ..... TCN
Hollywood Informer Column—w-550-mim—
John Austin ..... HIS
Hollywood Profiles—w-1000-orp—
J. Sherrod ..... OPS

Hollywood Speaks—w-hps-mim—
Kurt Singer ..... BPS
Hollywood Today—6tw-man—Norma
Lee Browning ..... CTN
In Movies—w-m-hps-mim-orp—
Phil Kalker ..... AEW
Joyce Haber Column—5tw-600-mim—
Joyce Haber ..... LAT
Las Vegas/Reno/Tahoe—w-400-mim—
Barney Glazer ..... TCN
Motion Picture Column—6tw-450-mim—
James Meade and Dave McIntyre .... CNS
Motion Pictures—w—H. W. Holzer .... EPS
Motion Pictures—packet-w-var-mim .... AFP
Movie Column—S-500-wire—
Vincent Canby ..... NYT
Movie Review—w-var-orp—
Phil Kalker ..... AEW
News of Broadway & Hollywood—m-hps-orp—Philip Kalker ..... AEW
On Hollywood—dS-750-min-photo print-tape—Harold Heffernan ..... BM
On Hollywood—dS-600-mim—
Harold Heffernan ..... NANA
On The Screen—w-800-mim—
Herbert G. Luft ..... JTA
Reviewing The New Movies—sw-w-hps-mim-orp—Phil Kalker ..... AEW
Scan Features—oec-500-700-man-7x9 glossy prints supplied—Rex Roper .....RA
Showbeat—tw-550-2c12-ill-ilm—
man-tape—Dick Kleiner ..... NEA
The World of Entertainment—w-1c6″-man-tape—Lillian Hughes ..... EC
Theatre—ind-500—Martin Gottfried ..... FA
The World of Stars—w-650-mim—
William Otterburn-Hall ..... CHR
Varieties And Vistas (U.S.A. & L.A.)—w-500—Inez & Cecilia Pedroza ..... PED
Women's Wear Daily—d-var-ill ..... FA

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities—glossy-8x10—Staff ..... WIP
Barney Glazer In Hollywood—dS-400-mim—Barney Glazer ..... TCN
Bernheimer, Martin (Music) ..... LTWP
Books and Arts—w-700-man—
Miles Smith ..... APN
Classical Records—w-300-orp—
Delos Smith ..... UPI
DISCussion—w-2c4″-400-man-ilm—
Joe Kaliff ..... AMF
Disc Data—w-1c6″-man-mim—Staff ..... JL
Entertainment Whirl—w-var-man—
Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... WUP
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Hollywood Speaks—w-hps-mim—
Bert Singer ..... BPS
Hume, Paul (Music) ..... LTWP
In Record Time—w-600-proof—
Mary Campbell ..... APN
Jazz Column—w-750—Leonard Feather LTWP
Johnson, Peter W. (Recordings) ..... LTWP
Las Vegas/Reno/Tahoe—w-400-mim—
Barney Glazer ..... TCN
Lecherous, Licenticus, Lascivious Lyrics is not the title—w-mim—Milton
Hagen ..... GLN
Let's Look at the Records—w-1c8-mats or orp—Linda Norris ..... CSP
Music Beat—w-500-mim—
Skitch Henderson ..... GFC
Music Informer—w-500-mim—
Julian Osberg ..... HIS
Music Whirl—w-var-man—Buddy Basch BAS
Music World, The—S-400-wire—
Delos Smith ..... UPI
Odd-Ditties, odd facts in verse—d-mim—
Sterling Sherwin (ASCAP) ..... GBR
Popular Records—w-300-orp—
William L. Laffler ..... UPI
Record Review—w—Dina Dellale ..... EPS
Record Roundup—w—Bob Budler ..... CNS
Records and Tapes—dS-400-mim—
Barney Glazer ..... TCN
Rhythm Section—3tw-300-mim-glossy—Ralph J. Gleason ..... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ..... SAT
Top 20 Records—w-200-wire—Staff .... UPI
Top Records of Week—w-200-man—
Nancy Gilbert ..... APN
Varieties And Vistas (U.S.A. & L.A.)—w-500—Inez & Cecilia Pedroza ..... PED

26—NATURE

All About Pets—w-450-mim-ill—
Eleanor Price ..... GFC
Animal Talk—w-400-mim-ill—
Dudley A. Brown ..... ANI
Mark Trail—d-4c2½″-5c2¾″; S-pt-hps-tps-mat—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—dexS-1c5½″-mat—Ed Dodd ..... PHS
Nature—w-375-orp-ill—
Edward S. Thomas ..... DF
Naturebug—S-tps-hps-mat—
John Hazlett & Edward S. Thomas .. DF
Outdoor Guideposts—w-2c5″-ill—
Fred Luks ..... LUK
Outdoor Living—w-400—Various ..... DHJ
Outdoor Report—w-600-orp-ill—
Ed Hutchins ..... DF
Skies Today, The—dS-1c2″-mim—
Bailey R. Frank ..... FRA

27—PATTERNS

American Designer Pattern—d-w-mat-orp—Famous Designers ..... SPS
Anne Cabot Needlework—d-100-1c7″-S-200-2c6″-man-ill-ilm—Anne Cabot ..... NEA
Austine LaMar Fashion Patterns—S-2c8″-mat—Austine LaMar ..... GFC
California Couture Patterns—m-250-mim-ill—various ..... LAT
Craft Patterns—S-2c3¼″-mat-proof-ill; or photo and proof—A. Neely Hall .. CRA
Craft Patterns—w-2c3¼″-mat-ill ..... CRA
***Dress Patterns Features**—dS-1c-proof-mat-ill—Anne Adams and Marian
Martin ..... CP, KFS
Duchess of Windsor—w-1c-2c-6″-mat—
Duchess ..... SPS
Handle With Care—w-500-mim—
Evelyn Zee ..... ASC
International Designers—w-2c-mat—
Patterns ..... SPS
Iris Lane Dress Patterns—
dexS-100-ilm-mats ..... GFC
Let's Knit—w-var-ill—Ursulla duBois .. AD
Let's Sew—S-tps-ill-mat ..... KFS
Lois Holmes Knitting Patterns—w-400-mim-ill—Lois Holmes ..... LAT
Martha Madison Needlework Service—
dexS-100-ilm-1c-mat ..... GFC
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler KFS
Parade of Homes—w-3c8″-ill-glossy—
Staff ..... HOM
Pat's Pointers Needlework—w-500-mim-ill—
Pat Trexler ..... PHS
Pattern of the Week—w-150-mim-ilm .. AFP
Pattern Party—S-tps-ill-mat ..... KFS
Patterns—w-1c10″-mat—
Iris Lane ..... CSP
Patterns by Dutchess of Windsor—
m-2c-mat ..... SPS
Personalized—w-2c-mat—
Patterns ..... SPS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Prominent Designers Dress Patterns Features—S-2c—Various Designers ..... KFS
Reader Service, Timely series, books on income tax, household, bridge, better grades, financial, Social Security/Medicare, Education, Veterans' Benefits patterns, golf, fashion, needlework ..... NEA
Scrapcraft By Edna—S-var-2c-mat—
Edna & John Clapper ..... NNS
Sew Speedy $1 Patterns—m-2c6″ ..... SPS
Sew What's New—tw-500-mim-ill—
Sandra Kelly ..... BM
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Spadea Designer Patterns—w-1c-2c-mat-orp—Famous Designers ..... SPS
Stitchin' Time—w-2c-ill-ilm—Joanne
Schreiber & Judy Love ..... NEA
Sue Burnett Dress Patterns—d-100-1c7″; S-200-2c8″-man-ill-ilm
Sue Burnett ..... NEA
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild Patterns—w-var-ill—
Steve Ellingson ..... AD
Workshop Patterns—sw-1c-ilm-mat-100 WPI
Young Originals—Exclusive Designer Patterns—w-2c10″-man-ill-ilm—Fashion
Designer ..... NEA
Your Complete Needlework Kit—w-2c9″-250-mat-orp—Dorchen Collins ..... APN

27A—PETS

All About Pets—w-450-mim-ill—
Eleanor Price ..... GFC
Cats and Their Care—S-500-mim—
Henrietta Hitchcock ..... CF
Dogs—S-man-ill—Tom McNally ..... CTN
Kennel & Leash—w-650-mim—
Maxwell Riddle ..... LED
Mostly About Dogs—S-man-ill—
Tom McNally ..... CTN
Pet Doctor—d-1c6″-mat—
Dr. A. W. Moller ..... APN
Pet Notes—w-1000-man—
Dr. Lanier ..... MCN
Points On Pets—w-450—
Eloise Keeler ..... CNS
Wonderful World of Animals—d-500 or S-800-mim-ilm—Dr. Frank Miller, D.V.M., Hubert Buel (artist) ..... CHR

28—PHOTOGRAPHY

Camera College—w-500-man-ill-igp—
Irvine A. Brace ..... BRA
Camera News—w-450-man-ill—
Irving Desfor ..... APN
Hollywood Calling—(your city or country) —w-500-mim—Inez & Cecilia Pedroza PED
Let's Take Pictures—w-700-ill-man—
Rex Frost ..... MIL
Portraits—1rr-var-mim ..... AFP
What's New in Photography—tw-50-man—Jerome Lee ..... AMS

29—PUZZLES - QUIZZES

A Problem a Day—dexS-mim-75-225-man—R. J. Allen ..... WLG-MS
Alphamatics Puzzle—dS-2c3″-mim-orp—
Bill Corley ..... CF
Anagrams—dexS-1c1½″-mim ..... BM
Answer Line—5tw-2c-mat—M. Nitefor .. TTS
Around The World Contest—60 releases-2c7″-ill ..... SF
Astro-Scram—dS-2c3½″-mat-orp—
Jack Fitch ..... LED
Better English—dexS-mim-85-300-man-orp—
D. C. Williams ..... WLG
Brain Twisters—dexS-mim-70-200-man—Don Douglas ..... WLG
Brain Twizzlers, The—d-150-200-ilm—
Prof. J. D. Flint ..... NNS
Coinword—w-100-ilm—Robert Pearsall .. GFC
Count-Down!—m-2c3½-orp—Rodney
de Sarro ..... COM
Count the Change Game—60 releases-2c7″-ill ..... SF
CP Crossword Puzzle—d-2c-mat ..... CP
CP Crossword Puzzle—6tw-2c-mat ..... KFS
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Crossword—S-3c10″-mat—
Maynard Nichols ..... GFC
Crossword Puzzle—w-2c6½″—Staff ..... CSP
Crossword Puzzle—w-2c-mat—Staff ..... CPS
Crossword Puzzle—dexS-2c-3c5½″-mat-ill—Staff ..... NEA
Crossword Puzzle—d-2c3 1/16″-mat—
R. A. Power ..... DWL
Crossword Puzzle—w-2c6″-mat-orp—
A. C. Gordon ..... WLG
Crossword Puzzle—w-2c5″-mat-glossy proof—Bernice Paschen ..... SM
Cross-Word Puzzle—d-2c3 1/16″; S-3c6″-mat ..... BM
Crossword Puzzle (French-English)—
d-2c-orp—Staff ..... SOP
Crossword Puzzles—d-2c-mat—Staff .. APN
Crossword Puzzles—dS-2c-mat—Staff ... CTN
Crossword Puzzles—d-2c; S-3c-mat ..... UFS
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Cryptoquips—6tw-mat—Staff ..... KFS
Cryptoquotes—6tw-mat—Staff ..... KFS
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Detectograms—w-2c4″-mat-orp—
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Do You Know?—cont-1c4″-man—
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E. Leegstra ..... DWL
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Junior Jumble—w-2c/3c-mat—
Bob Lee & Henri Arnold ..... CTN
KFS Crossword Puzzle—6tw-2c-S-3c—
Eugene Sheffer ..... KFS
Little People's Puzzle—dS-2c-mat—
Leo White ..... UFS
Look and Learn—dexS-mim-115-200-man-orp—A. C. Gordon ..... WLG
Magic Spell—6tw-2c-mat—Hal
Kaufman ..... KFS
Memory Quiz—dexS-1c1″-100-mim—
Donald Saltz ..... MEM
Mindstretcher—w-500-mim—
J. Murgatroyd ..... BPS
Package Deal—w-15 features-mat-glossy proofs ..... SM
Pathway to Success Quizz—w-hps-mim—
Jane Sherrod ..... BPS
Pictorial Intelligram—w-100-2c3¼″—
Staff ..... NEA
Play With Us—dS-2c10″-orp-(French & English)-R. Peloquin ..... SOP
Premier Sunday Cross Word Puzzle—S-3c—
Eugene Sheffer ..... KFS
Prizeweek Crossword Puzzle—w-2c-mat—
Staff ..... DWL
Prizeweek Crossword Puzzle—w-2c-mat ..... BM
Prize Crosswords—w2c-100-ill-ilm ..... NEA
Prizewords—w-2c-100-ilm-ill—
Staff ..... EFS
Puzzle Page—S-ps-pt-mat ..... KFS
Quick Quiz—dexS-100-1c1¼″-man-tape-ill-ilm—Staff ..... NEA
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Quick Quiz—w-2c-mat—John Langton ... GFC
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Dr. George W. Crane ..... CTN
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Robert B. Pearsall ..... GFC
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Staff ..... NEA
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Leo White ..... CF
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Who Is Who?—w-3c6″-orp-ill—
Tom Cybulski ..... DF
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Lillian Hughes ..... EC
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Singer Features ..... BPS
Word Game—dexS-1c3″-mim ..... BM
Young Hobby Club—dexS-250-1c-mim-ilm—
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30—RADIO AND TELEVISION

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Channel Chuckles—d-1c3¼″-ilm—S-hps-tps-pt-mat—Bil Keane ..... RTS
Entertainment Features—TV, Stage, Movie News—w-300-400-man-ill-ilm-tape—
Joan Crosby & Dick Kleiner ..... NEA
Entertainment Whirl—w-var-man—
Buddy Basch ..... BAS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
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Glazer ..... TCN
Global TV—w-500-man-mim-7x9 glossy photos supplied—Sandy Raines ..... RA
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Hollywood—4tw-400-wire (for morning papers)—Vernon Scott ..... UPI
Hollywood Calling (your city or country) —w-500-mim—Inez & Cecilia Pedroza PED
Hollywood Feature Service—w-750/1000-mim—John Austin ..... HIS
Hollywood—Movies—TV
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Ben Gross ..... CTN
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31—RELIGION

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man-orp—selected authors ..... PRO
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George Cornell ..... APN
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33—SCIENCE

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ill-mat—Andrea Bresciani, Robert
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orp—Staff ..... LUI
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mat—Bob Brown ..... GFC
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orp—Staff ..... SCS-NEA
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mim—Staff ..... SCS-NEA
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mim ..... WBE
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34—SERIALS

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Liberty Magazine's Book Serials—m-8x12-ill-orp—Various ..... BPS
Make People Like You—Book serialization-18 installments-1c20"-ilm-orp—Lelord Kordel ..... SPE
*Mystery Novelettes—w-mim-ilm ..... FKS
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ..... BPS
Sports Serials (British, Australian, American sports and non-fiction and instruction books) ..... JL
The Truth About Men—12 part series—900 words each—Cullen Moore ..... CMS

35—SHORT STORIES

Background Stories—dexS-300/800-man-ill-ilm—Tom A. Cullen, Leon Dennen, Gaynor Maddox, Bruce Biossat, Ray Cromley, Rosette Hargrove, Robert J. Cochnar, Tom Tiede, Rozen Doughty...NEA
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Grover Brinkman Features—w-400-500-man-8x10 glossy photos—Grover Brinkman ..... RA
Short Article Service—w-1000-mim—Various ..... TSS
Short Story—de-man—Well Known Authors ..... CTN

36—SPECIAL PAGES

A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
AP Biographical Service—advance obituary service-sm-var-man-ill—Douw H. Fonda...AP
AP News Library Mat Service—6ty-1c3"...AP
Adventure Story—(French-English-Spanish)-d/w-3c to 6c-orp—Staff ..... SOP
Alphamatics Puzzle—dS-2c3"-mim-orp—Bill Corley ..... DF
Antique Wise—S-600-mim-ill—Dorothy Hammond ..... CF
Automobiles—an-16pg. tabloid—Staff ... APN
Back to School—an-16 pts-mats or orp-ill—various ..... APN
*Believe It or Not—d-2c-3c; S-hps-tps-mat ..... KFS
Better Living Guide—w-hpt-orp—Sally Miller ..... DIC
Bride—an 16pt-mats-cr orp-ills—various APN
Builders of a Nation—S-400 (Roto page)-orp-ill—Ed Mason ..... DF
*Bulletin News Mats—6tw-mat—Staff .. KFS
Christmas—an-16 pt-mat or orp-ill—various ..... APN
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff ..... NEA
Clyde Moore Says—dS-175-orp—Clyde Moore ..... DF
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
Color-Pictures and Illustrations—w-ill-ilm ..... NEA
Cook's Corner—w-ps-hps-orp-ill—Lillian Hergesell ..... DF
CP Weekly Feature—w-mat-orp ..... CP
CP Compact Weekly Service—w-orp-mat..KFS
CP Pictorial Page—d-mat-orp ..... CP
Craft Patterns—w-2c3¾"-mat-ill ..... CRA
Editor's Weekly Service—matted or offset weekly cartoon page, picture page & column page for weekly newspapers .... TTS
Feature Picture Stories from throughout the World—cont-var-ill-mim-igp-orp ... MP
Feature Pictures—d-1c-2c-3c-4c-mat ..... NEA
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Full 6-Column Page Mat of Weekly Features—w-6c19"-mat ..... SM
Full 5-Column Tabloid Page Mat of Weekly Features—w-5c15"-mat ..... SM
Golden Age—3tw-2½x3"-mat—Robert Hoover ..... DF
Holiday Preparedness—sea-250-300-man-ill-ilm—Staff ..... NEA
Home Decorating—w-350-mim—Barbara Hartung ..... CNS
Homes—an-16 pt mats or orp-ill—various ..... APN
Insurance Simplified—w-300-mim—Saul Sokol ..... DN
Justice Stories—S-ill-ilm ..... CTN
Magazine Pages—S-ill-ilm—Staff ..... CTN
NANA Photo Service—w-6 to 12 exclusive photographs from top world wide agencies ..... NANA
Nature—w-375-orp-ill—Edward S. Thomas DF
News-In-Color—w-ill-ilm-3c-4c-5c-1 color photopictures, maps, cartoons, portraits of news personalities .....NEA
News Stories, Features, Pictures, Special Articles—Staff ..... LCA
Newsday Specials—mail newsfeature package, series, special reports by staff of over 100 ..... NE
Newsweek Feature Service—w-7 to 10 articles-750 words each-mim-ill—Staff ..... NFS
*Pic-Tales (Photo Story Layouts)—w-3 to 6 col—Staff ..... KFS
Pictorial Page (general)—6tw-ps-pt-mat—Staff ..... KFS
Picture Page—d-ps-mat-1c-2c-3c-ind-Con ..... UPN
Picture News Page—w-news and feature-1c-2c-3c-ps-mat ..... NEA
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA
Picture Show—w-ps-mat—Staff ..... APN
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Quarter age Mat of Four Comic Strips—w-4c9½"-mat ..... SM
Review of The Year—an-ps-hps-man-mat-ill—Staff ..... NEA
Science In Focus—w-500-orp-ill—Tom Fennessy ..... DF
Science News—tw-450-mim—Bryant Evans ..... CNS
Selected Local Magazine Specials—cont-500-1000-mim-ilm—Lothar J. Schwarzer ..... NNS
Senior Forum—5tw-350-mim-tape—Paul Hightower ..... GFC
Six Column Half Page of Weekly Features—w-6c9½-mat ..... SM
Sketches—d-1c-75-mim-tape—Ben Burroughs ..... GFC
Sparks of Widsom—dexS-mim-60-70-man—Cedric Simms ..... WLG
Spot News Features, Illustrated—w-mats (5 wkly) ..... KFS
Tabloid Offset Page—w-5c-15"-orp ..... SM
Teen Manners—w-400-mim—Pat Davis ..... CNS
The Other Side—ind-12 part series-mim—James A. Pike ..... DDS
Timely Books—m-var-mim—Staff ..... CTN
The Shrewd Nude or other light & dark verse—ocx Sat-25-50-mim—John Milton Hagen ..... GBR
Travel Features—6tw-400-mim—Staff, Correspondents ..... CNS
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man mim-ill—Steve Ellingson ..... DF
Vintage Years, The—w-4c (separate)-500-mim—R. O. Beckman ..... CF
Weekly Bulletin—package editorials, features, cartoons, etc. ..... AM
Weekly Picture Page—w-news & features-1c-2c-3c-ill-ilm ..... NEA
Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA
Year End Sports Review—an-var-ill—Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

Afield and Afloat—dexS-1c3"-mat-orp—Hank Andrews ..... AF
Ask Joe Wilman—d-1c-100-ilm-tape—Joe Wilman ..... NNS
Ask Me—dwS-100-mim—Louis Berliner .. DF
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AF
Baseball Play-By-Play—wire—d-sea-man . AP
Baseball Series—sea-300-500-man-ill-ilm ..... NEA
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletypesetter Sportswire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA
Berkow's Sports Column—4tw-600-man-ill—Ira Berkow ..... NEA
Better Five Pin Bowling—3tw-sea-ilm-mim—Dick Simon ..... TSS
Better Golf—3tw-2c-ill-ilm—Mickey Wright ..... CTN
Between You 'n Me—w-550-2c11"-man-ill-ilm—Murray Olderman ..... NEA
Biff Buff—6tw-1c4-mat-orp—Kearney Egerton ..... LAT
Billy Casper Says—3tw-75-2c-mat—Billy Casper ..... NNS
Boating—w-1c-2c-350-ill-ilm-orp—Stan Davies ..... NNS
Boating—w-500-orp—Jack Woliston .... UPI
Bowling At Its Best—w-2c-mat—Dick Weber ..... GFC
Bowling Series—sea-300-500-man-ill-ilm ..... NEA
Bowling Tips—d-1c-65-ilm—Don Carter & Marion Ladewig ..... NNS
Cage Power Ratings—College Basketball Ratings & Predictions—w-var-mim—Mort Schwartz ..... FF
Comment on Sports—w-1c15"-man-tape—Pete Fritchee ..... EC
CP Sports Mats—d-6tw-mat .....CP, KFS
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Curling Tips—w-sea-ill-mat-mim—Ron Northcott ..... TSS
Dick Dunkel's College Basketball Index—sw-var-mat—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—sw-var-mat—Dick Dunkel ..... DSR
Dunkel Sports Rating Service—sea-2&3-mat-mim—Dick Dunkel ..... BM
*Durslag Sports Column—6tw-mim—Melvin Durslag ..... KFS
Fan Fare—d-1c6½"-3c; S-hpt-tps-mat—Walt Ditzen ..... PHS
Football and the Single Girl—2tw-sea-700-mim—Elinor Kane .....PHS
Football Prophecy & Ratings—w-2c5"-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—Ira Berkow .....NEA
For The Fun Of It—w-2c12"-man-tape-ilm—Jim Crossley ..... NEA
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
*Fur, Fin and Campfire—3tw-mat-proofs—Staff .....CP, KFS
Gary Player's Golf Class—3tw-4c-5c-mat KFS
Golf Instructions—w-200-ill—Brad Wilson .....CNS
Golf Made Easy—w-2c-mat—Al Balding ..TSS
Golf Series—sea-250-300-mim-ill-ilm—Frank Beard ..... NEA
Golfing With Arnold Palmer—4tw-200-2c-mat—Arnold Palmer ..... NNS
Grid Power Ratings—College Football ratings & predictions—w-var-mim—Mort Schwartz ..... FF
Hockey For Minors—occ-2c-mat—Staff ..TSS
In A Ringside Seat—5tw-750-mim-orp—Sam Taub ..... NEW
In the Wake of the News—dS-man—Dave Condon ..... CTN
Inside Auto Racing—2tw-750-mim—Don O'Reilly ..... AU
Inside Hockey—w-500-mim—Stan Fischler .....TSS
Isn't It The Truth—d-100-mim—Carl Riblet, Jr. .....LAT
Jack Nicklaus on Golf—3tw-2c5¼"-mat—Jack Nicklaus ..... PHS
Kennel & Leash—w-650-mim—Maxwell Riddle ..... LED
Learn to Curl—3tw-sea-1c-mat ..... TSS
Looking Back In Sports—w-2c-mat—Lenny Hollreiser ..... CTN
Mark Trail's Outdoor Tips—dexS-1c5½"-mat—Ed Dodd ..... PHS
Milt Dunnell Sports Column—5tw-800-mim—Milt Dunnell ..... TSS
Motor Racing—w-var-500/800-mim-man—Staff .....INF
Motor Talk—w-reg-mim-various ..... BPS
Murray Sports Column—5tw-350-mim—Jim Murray ..... LAT
One Minute Sports Quiz—w-1c3-man—Edward H. Sims ..... EC
Outdoor Report—w-600-orp-ill—Ed Hutchins ..... DF
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... LUK
Outdoor Living—w-400-various ..... DHJ
Outdoorsman—w-var-man—Perk Angwin DIC
Play Like A Pro—3tw-2c-100-mat—Paul Trevillion .....NNS
Portrait of an Athlete—w/m-500-ill-mim—Phil Kalker .....AEW
Power and Sail—S-600-ilm—Almon Lockabey ..... GFC
Pro-Files—6tw-mat-proof—Bob Sudyk & Lou Darvas ..... KFS
Pro Power Index—sea-300-mim—Bob & Dick Dunkel, Jr. ..... BM
Race Results by Teletypesetter Wire—6tw AP
Racing Form Concensus Selections—d-wired ..... CTN
Racing Photographs with News Captions—Ralph Morgan ..... RMN
Richard Speak Out—w-2c14"-mim—(French & English)—Maurice Richard SOP
Silver On Sports—fn-800-mim—Jesse Silver ..... JTA
Ski Notes—w-2c-200-ilm—Nancy Greene ..NNS
Ski Tips—w-2c-200-ilm—Bob Beattie ....NNS
Ski Tips—3tw-sea-1 col-mat-orp—Dick Simon ..... TSS
Skiing—w-2c-mat—Nancy Greene .....TSS
Skiing With Jean-Claude Killy—w-2c-200-ilm—Jean-Claude Killy .....NNS
Soccer Shots—3tw-500-2c7½"-man-ill—Milt Miller ..... SA
Solunar Tables—w-500-mim-ilm—Jaqueline Knight ..... RTS
Sport—irr-var-mim ..... AFP
Sport Doings—w-var-orp—Phil Kalker ..... AEW
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
SportShelf—w-1c6"-man-mim—Jeff Lee .. JL
Sports Before Your Eyes—d or w—Harry S. Donen ..... DHS
Sports Cartoon—w-2c6, 3c16-ill-ilm—Murray Olderman ..... NEA
Sports Cartoons—6tw-2c-3c-mat—Alan Mayer .....CP, KFS
Sports Columns—3tw—Jack Murphy & Paul Corcoran ..... CNS
Sports Column—5tw-600-mim—Milton Gross ..... NANA
Sports Column—dS-500-wire—Arthur Daley, Robert Lipsyte ..... NYT
Sports Corner—w-2c4"-mat-ill—Staff ..... CSP
Sports Fillers—w-1c-ptd copy datelined and headed ..... STF
Sports Illustrations—sw-1c3-ill-ilm—Staff .....NEA
Sports Newsfeatures—w-ill-ilm—Staff ... APN
Sports Newspictures—d-1c-2c-3c-mat ..... NEA
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Patrol (for morning papers)—6tw-400-man—Steve Snider ..... UPI
Sports Pictures—glo-mats-ind-on contract ..... UPN
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Sports Serials (British, Australian and American sports and non-fiction and instruction books) ..... JL
Sports Service—7tw ..... UPI
Sports Shorts—dexS-25-50-75-man—Staff ..... NEA
Sports Sputterings—6tw-mat-orp—Walter L. Johns ..... CP, KFS
*Sports Sputterings—6tw-mat-orp Walter L. Johns ..... KFS
Sports Stories—dexS-500-man-ill-ilm—Murray Olderman, Ira Berkow, Lee Mueller, Marty Ralbovsky .....NEA
*Sports Today—5tw-mim—Jimmy Cannon ..... KFS
Sportsman's Digest—dexS-1c4"-mat—Hal Sharp ..... GFC
Stirling Moss On Racing—w-800-mim—Stirling Moss .....TTS
Tarkenton Says—sea-w-600-man—Fran Tarkenton ..... NEA
Tech Toons—w-2c ..... KFS
Teletypesetter Box Score—wire-d-six-tape AP
Teletypesetter Sports Wire—7tw-national trunk sports by monitor and tape .... AP
Tenpin Tips—6tw-1c-mat—Frank Clause ..... GFC
The Motor Car (Europe) Known "Classic Cars" (USA)—w-var-250-mim-man-ill—Staff .....INF
The Old Red Head—S-600-mim—Red Barber ..... CF
The Sporting Tiger—w-650-mim—Rom Fimrite .....CHR
This & that In Sports—w-var-orp—Phil Kalker ..... AEW
This Day in Sports—dexS-1c-mat—Lenny Hollreiser ..... CTN
This Morning—4tw-600—Shirley Povich ..... LTWP
Tips From The Four—S-300-2c-mim-ilm-tape—Arnold Palmer ..... NNS
Today's Sportest—d-mat—Frank Watson .....CP, KFS
Today's Sports Parade—5tw-400-wire—Milton Richman ..... UPI
Today's Sportrait—5tw-300-wire—Staff .. UPI
Travel America—cont-ind-var-man-ill—Staff .....GRE
UPI Sports Service—7tw for newspapers and radio stations ..... UPI
Views of Sport—6tw-800-mim—W. W. "Red" Smith ..... PHS
Ward to the Wise—5tw-man—Gene Ward ..... CTN
What's New In Sports—sw-w-ps-hps-mim-orp—Phil Kalker ..... AEW
Wheeling It—w-3c10"-man-tape-ilm—Bob Cochnar ..... NEA

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Year End Sports Review—an-var-ill—Staff APN
Young Ideas—tw-man—Dick Young ... CTN
You're the Skipper—w-700-ill-mim—John Bohannan ..... PHS

38—STAMPS, COINS, MEDALS

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Coin Collector's Corner—w-mim-mat-ill—Robert Svensson ..... KFS
Coin Counting—w-500-mim-ill—Barbara Lyon ..... NUM
Coin Roundup—S-500-ill-mim—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—w-300—Frank G. Spadone ..... COI
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
Coins Count (Coins)—w-400-mim—Paul Weis ..... CNS
Coinword—w-100-ilm—Robert Pearsall ... GFC
International Adventure (Numismatic)—w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-ill-mim ..... WEI
Keeping Posted—w-400-mim—Paul Weis ..... CNS
Labor on Stamps—w-1c3"-man-ill—Lee James ..... JL
Money Clips—w-2c9"-man-tape-ilm—Mort Reed ..... NEA
News For The Wonderful World Of Stamps—w-500-8½x11-ill-orp—Gustav Dejen, Jr. ..... DET
Philatelic News—w-500-orp-ill—Gustav Detjen, Jr. ..... DET
Solumar Tables—w-500-mim-ilm—Jacqueline Knight ..... RTS
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Stamp Nook—w-500-ill—Ronald Anders ..... AR
Stamps in the News—w-450-man-ill—Syd Kronish ..... APN
Stories About Stamps—w-2c4"-man—Doug Patrick ..... RGB
The World of Coins—w-500-mim-ill—Barbara Lyon ..... NUM
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Stamp & Coin News From America—w-500—Offset ..... WEI

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—Sheila Daly ..... CTN
As I View It—w-Dr. John W. Gilbaugh ..... MOD
Ask The Teacher—3tw-300-man—Shirley Schraub ..... MCN
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Basil Woon on International Events—w-900/1000-mim—Basil Woon ..... FED
Blackstone—w-100-2c5½"-orp-ill—J. M. Jacobs, Jr., LLB, JD ..... FOU
Career Corner—2tw-400-mim—F. L. Lain ..... MCN
College Teen—cont-var-man-mim—Staff ..... BIS
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Doris Answers Youth—w-750-mim—Doris Revere Peters ..... NCW
Education For Tomorrow—sw-600-mim—Dr. Earl J. McGrath ..... DDS
Everyday Law—d-150-man—Martin J. Ross ..... LAW
Famous People In Teens—w-250-mim—Bett Anderson ..... CNS
For Better or Worse—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Brescioni, Stuart Butler Ph.D. ..... LAT
Hollywood—w-In Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... PED
Hollywood Speaks—w-phs-mim—Kurt Singer ..... BPS
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Law Brief, The—d-150-500-man-orp-gal—Martin J. Ross ..... LAW
Mindstretcher—w-500-mim—J. Murgatroyd ..... BPS
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Parents and Children—sw-250-1c-2c-300-ilm-mim—Arnold Arnold ..... NNS
Parents Plus—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
People and Problems—d-300-500-man—Martin J. Ross ..... LAW
Personal Tips to Teen Agers—w-750-mim—Dorothy Ricker ..... RTS
Pop Scene Service—S-500-mim-ill—Staff ..... BM
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Success Vitamins—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Swinging Set—3tw-300-500-mim—Sylvie Reice ..... PHS
Teen Daly Mail—stw-man—Sheila Daly CTN
Teen Manners—w-400-mim—Pat Davis . CNS
Teen Q&A—w-300-mim—Pat Davis . . . CNS
Teen Scene—d-1c—Ben Corey ..... HAR
Teen Scene—tw-500-mim—Helen Alpert ..... SYN
Teen Talk—3tw-500-mim—Susan ..... LAT
Teen World—cont-var-man-mim—Staff ..... BIS
Teenage Corner—6tw-350-mim—Ellie and David Lavin ..... TEE
Teenage Date-Line—d-1000-mim-tape—Ele & Walt Dulaney ..... BM
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim—Lester Rand YR
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
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The Seekers—ind-12 part series—Jess Stearn ..... DDS
The World & Basil Woon—w-900/1000-mim—Basil Woon ..... FED
The Young Marriage—ind-12 part series-mim—Mary Ann Guitar ..... DDS
This Generation—4tw-500-900-mim-ill .. CTN
Tips for Teens—tw-300-ilm—Elinor Williams ..... MCN
Tips From Twiggy—3tw-55-2c-ilm-mim—Twiggy ..... NNS
Today's Teens—w-300-mim—Lester Rand YR
Tongue Twisters—w-9x12-mim—Staff ... BPS
Tune In—w-4c5"-mat-orp-Singing Groups—Stars ..... SPS
Under Twenty—w-8-separate cols-500-mim—Kurt Larson & others ..... CF
Wheeling It—w-3c10"-man-tape-ilm—Bob Cochnar ..... NEA
Why Me?—ind-7 part series-mim—William Gargan ..... DDS
Women's Wear Daily—d-var-ill ..... FA
Youth—w-800-mim-Bill Gray ..... TTS
Youth Page—w-pt-orp-mat-ill—Staff .... APN
Youth and Its Fling—W-450—Pat Davis ..... CNS
Youth Asked For It—3tw-mim—Helen Bottel ..... KFS
Youth Beat—w-2c13"-mat-tape-ilm—Robert MacLeod ..... NEA
Youth Parade—S-200-mim-ill—Reba & Bonnie Churchill ..... NNS
Youth Today—dexS-500-wire—Staff .... UPI
Youthful Viewpoint, The—w-1000-mim—Lester Rand ..... YR

39—TRAVEL

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
African Coverage—3tw-400-mim—CNS Correspondents ..... CNS
Around the World With Delaplane—Weekend—400-500-mim—Stanton Delaplane ..... CHR
Basil Woon on International Events—w-900/1000-mim—Basil Woon ..... FED
Destination—w-600-700-mim—Joseph Adler ..... ADL
European Coverage—tw-500-mim—Thomas Nuzum & Gene Gregory ..... CNS
Family Travel—w-500-mim—Betty Lowry ..... CIT
Far Eastern Coverage—6tw-500-mim—Ed Neilan ..... CNS
Going Our Way—S-1000-mim-ill—Bob Sloan ..... STR
Going Places—S-1000-mim-tape—Ron Butler ..... GFC
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza .. PED
Let's Go—w-500-man ..... EPS
Little Journeys to Great Homes—w-650-750-mim—Louise Hubbard ..... HN
Mini-a-Tours—w-550-650-mim—Walter W. Hubbard ..... HN
Of All Places—w-750-mim-ill-tape—Horace Sutton ..... PHS
Ports of Call—w-2c7"-man-tape—Edward H. Sims ..... EC
Postcard—d-400-500-mim—Stanton Delaplane ..... CHR
Sid Ascher In New York—w-500-mim—Sid Ascher ..... ASC
Southwest Features—Staff ..... CNS
The World & Basil Woon—w-900/1000-mim—Basil Woon ..... FED
Tips For Trips—fn-350-400-mim—Rosellen Callahan ..... EES
Travel—w-Margaret Williams ..... EPS
Travel—w-500-mim—R. G. King ..... MAG
Travel—w-500-mim—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—sm-2c9"-mat-orp—Robbie Patrick ..... OBR
Travel Column—w-600-mim-ill—Marie Mattson ..... MAT
Travelers' Clearing House—S-750-mim—Stephanie Bonsavage ..... CF
Travel Column—w-1000—Jerry Hulse .. LTWP
Travel Column—w—Richard Joseph .... CTN
Travel Features—6tw-400-mim—Staff Correspondents ..... CNS
Travel Informer—w-350-mim—Julian Osberg ..... HIS
Travel Time—w-1000-mim—Ned Walters ICS
Travel Topics—w-500-orp—Murray Brown UPI
Travel Whirl—w-var-man—Staff ..... BAS
The Woman Traveler—w-600-mim-ill—Frances Koltun ..... PHS
Varied—m-var-man ..... GLN

40—VETERANS

At Your Service (Questions and Answers on veterans, draft and reserve obligation, and military subjects—d-var-min—sts ..... AT
GI Memories—cont-var-man—T. Jerome Bishop ..... BIS

41—WOMEN'S PAGES

A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
A Lovlier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS
A Man Looks At Women—w-300-man—Tom Nielsen ..... NIE
A Matter of Taste—3tw-350-mim-ill—William Pahlmann ..... PHS
A Minority of One—w-600-mim—Dennis Murray ..... WNS
About the House—m-300-500-man-mim-ill—Staff ..... SIE
Across My Path—tnd-500-mim—Harriett Carlson ..... HC
Adam and Eve—d-500-mim-ilm—Adam and Eve Lowell ..... FOR
Amy Vanderbilt's Etiquette—4tw/8-500-mim—Amy Vanderbilt ..... LAT
Ann Landers' Human Relations Column—d8-750-mim ..... PHS
Anne Cabot Needlework—d-100-1c7"; S-200-2c6"-man-ill-ilm—Anne Cabot ..... NEA
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Antique Wise—S-750-mim-ill—Dorothy Hammond ..... CF
Around The World—a la Carte!—10 part serial-600 each-man—Mary Ellen Pourchot & Sylvia Robbins ..... ENT
Ask Amy—w-2c10"-mat—Amy Adams .. CPS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ....
Automobiles—400-mim—David Allen .... DHJ
Basil Woon on International Events—w-900/1000-mim-Basil Woon ..... FED
Beauty and the Beast—d-400-500-mim—Count Marco ..... CHR
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA
Beauty Briefs—300-450-2c-man-tape ... NEA
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Ira Berkow .. .. NEA
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Beauty in the News—w-600-mim—Catherine Brester ..... WNS
Before You Buy—w-700-mim—Margaret Dana ..... UFS
Better Golf—3tw-2c-ill-ilm—Mickey Wright ..... CTN
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
Better Homemaking—sw-300-650-tape-man-ill-ilm—Aileen Snoddy ..... NEA
Betty Beale's Washington Letter—w-750-mim—Betty Beale ..... PHS
Betty Canary's Column—tw-350-2c5"-man—Betty Canary ..... NEA
Between Us Girls—dxS-1c1"-ilm—Aston Wing ..... AF
Bev's Bits & Bites—w-2c10"-ill-orp-mat—Beverly Anderson ..... HPP
*Big Photo Feature Stories—6tw-mat—Joan O'Sullivan ..... KFS
Blackstone—w-100-2c5½"-orp-ill—J. M. Jacobs, Jr., LLD, JD ..... FOU
Broadway Box Score—S-700-wire—Staff ..... UPI
Career Girl—2tw-500—June Wilson ... WNS
Child Health—3tw-500-mim—Dr. Frank Falkner ..... NE
Christmas Shopping Feature—an ps-tape-man-ill-ilm—Staff ..... NEA
Complete Guide for the Working Mother—ind-12 part series-mim—Margaret Albrecht ..... DDS
Con La Ley En La Mano—d-150-man—Martin J. Ross ..... LAW
Consumer's Question Box—w-900-mim—Margaret Dana ..... UFS
Cooking Tour—w-400-orp—Jeanne Lesem UPI
Cooking Corner—w-450-mim—Susan Delight ..... CNS
Cooking for Pleasure—w-750-mim-mat—F.Rojas-Lombardi ..... ASC
Dear Abby—dexS-orp—Abigail Can Buren CTN
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS
Denhoff Food Articles—d-3tw-ill-mat-proof—Alice Denhoff ..... KFS
Designing Woman—2tw-mim-lgp—Barbara Taylor Bradford ..... NE
Doing The Right Thing—6tw-350; S-600; mim—Elizabeth R. Post ..... NE
Dorsey Connors (Hi! I'm Dorsey Connors)—3tw-500-mim-ilm—Dorsey Connors ..... PHS
Easy Does It—3tw-mim—Win Packer ... TSS
Easy Etiquette—3tw-1c5"-mat—Jeanne Harris ..... RTS
Eat Up and Slim Down—book serialization—14 installments-1c20"-ilm-printed proofs—Lelord Kordel ..... SPE
Editorial material and picture service for women's pages—all material such as fashions, food beauty, etc.—d-S-w-mms-ill—for foreign and domestic use .. UOP
Eleanor Lambert's, She—3tw-300-500-mim—ill—Eleanor Lambert ..... PHS
Family Circus—d-2c4"-3c6¼"-mat-S-tps-mat—Bill Keane ..... RTS
Family Finance—5tw-700-mim—Betty Yarmon ..... WNS
Fashion—w-700-mim ..... WNS
Fashion Snapshots—w-1000-min-lim ... AFP
Fashion Stories—sw-200-400-2c-3c-man-tape-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff ..... NEA
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA
Features—w—Ida Fried ..... EPS
Food for Americans—Menus—tw-350-600-2c5"-2c9"-ill-ilm-tape—Aileen Claire ..... NEA
For Better or Worse—w—2c6"/1c3"-orp-ill—Justin Manning ..... FOU
For Women Only—3tw-350-mim—Dr. Lindsay Curtis ..... NNS
Fun With Funds—12 part series-500 each-man—Kay Marsh ..... ENT
Gardening For Fun—w-650 750-mim—Cindy Smith ..... CRE
Hair Fashions—w-reg-mim—various ... BPS
Handle With Care—w-500-mim—Evelyn Zee ..... ASC
Happier Living—d&w-300-mim—Phyllis Mitchell ..... MIT
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Hello Hostess—w-500-man—Mary Kay Marsh ..... ENT
**Hints from Heloise—d-mim-S-tps-hpt-mat colors—Heloise Cruse ..... KFS
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecilia Pedroza ..... PED
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza PED
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DIJ

Home and School—w-500—Dorothy Rich ..... LTWP
Home Furnishings Daily—d-var-ill ..... FA
Home Line, The—5tw-8-300-mim—Dorothy Ritz ..... LAT
Household Hints—w-var-mim ..... AFP
Household Hints—w-250-orp—Staff .... UPI
How Women Can Make Money in the Stock Market—ind-12 part series-mim ..... DDS
If You Take My Advice—d-500-mim—Mary Starr ..... TSS
Inside Fashion—4tw-mim-photos—Eugenia Sheppard ..... PHS
Instant Hostess—w-250-man—Kay Marsh ..... ENT
It's Fun in—(The month changes through the year)-w-90-max-Fritchle Saunders .. HC
Jewish Meals—w-600-mim—Ruth Sirkis ..... JTA
Just Something Pretty—w-ill-mim—Cindy Smith ..... CRE
Keeping Up With The World—sw-100-200-mim—Ethey Burge ..... BUR
Let's Ask The Cook—3tw-500-mim—Nan Wiley ..... RTS
Let's Knit—w-var-ill—Ursula duBois ... AD
Ley Para Feminas—d-150-man—Martin J. Ross ..... LAW
Look Smart!—w-500-mim-ilm—Harry Juster ..... RTS
Love Story (French-English- Spanish)—d/w-3c to 6c—Staff ..... SOP
Maddox Food Column—w-400-man-ill-Gaynor Maddox ..... NEA
Male Bag—2tw-500-ill-mim—Elaine Taylor Gordon ..... NE
Mirrors of Washington—w-800-mim—Isabelle Shelton ..... NANA
Modern Etiquette—dex8-mim-150-300-man-orp—Roberta Lee ..... WLG
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Mother Hubbard's Cupboard—w-650-700-ptd. galleys—Louise Hubbard ..... HN
Mrs. Bee, The Working Wife—dex8-1c3"-mat-orp—Howard Boughner ..... AF
New Ideas-Products—w-2c5"-500-man-mim—Staff ..... JL
Now!—3tw-1c6"-ilm—Gene Loyd ..... RTS
Parents Ask—From the Gesell Institute of Child Development—5tw-500-mim—Louise Bates Ames Ph.D. ..... PHS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Parents and Children—sw-250-1c-2c-ilm-mim—Arnold Arnold ..... NNS
Parents Plus—w-2c6"/1c3"-orp-ill—Justin Manning ..... FOU
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA
Past Sixty—w-700-1000-mim—Meg Hale ..... HAL
Pat's Pointers Needlework—w-500-mim ill—Pat Trexler ..... PHS
Pattern of the Week—w-150-mim-ilm .. AFP
Petunia—d-1c3"-mat—Peg Bracken ..... WSS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA
Points for Parents—d-2c2⅞"-ilm—Edyth Thomas Wallace ..... RTS
Polly's Pointers—dex8-350-2c8" S-tps-hpt; ill-ilm-mat-man-tape—Polly Cramer ..... NEA
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, books, Social Security / Medicare, Education, Veterans' Benefits, golf, patterns, fashion, needlework ..... NEA
Recipe of the Week—1c6"—Staff ..... EC
Report on the World of Women—sw-300-400-man-ill-ilm-tape—Helen Hennessy NEA
Romance & Mystery Series—Books (Fleetway, Ltd.) ..... BPS
Scrapcraft By Edna—S-var-2c-mat—Edna & John Clapper ..... NNS
Self-Help To Charm—w-250/350-mim—Harriet Carlson ..... HC
Sew Simple—w-500-mim-ilm—Eunice Farmer ..... RTS
Sewing—w-300-mim—Barbara Slade ... DHJ
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Society in Florida—w-ind-var-man—Bernard O'Brien ..... OBR
Spadea Boutique Patterns—w-1c-2c-mat-orp—Designers ..... SPS
Speaking Frankly—tw-500-mim—Mary McGrath ..... UFS

CLASSIFICATIONS OF FEATURES

Stay Younger Longer—5tw-500-mim—Marylou McKenna ..... MCN
Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love ..... NEA
Sue Burnett Dress Pattern—d-100-1c7"; S-200-2c8"-man-ilm—Sue Burnett ..... NEA
Sugar and Spice—dex8-30-mim—Elinor K. Rose ..... AF
Summer Hostess—13 part series-500 each-man—Kay Marsh & Mary Ellen Pourchot ..... ENT
Swingers The—dex8-1c2¾"-mat-orp—Barbara Jones ..... AF
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
The Battle and The Breeze—5tw-600-mim—Celestine Sibley ..... WNS
The Master's Touch—w-ill-ilm—George Masters ..... CTN
The Money Tree—tw-600-mim—Milton Moskowitz ..... CHR
The Truth About Men—12 part series-900 words each—Cullen Moore ..... CMS
The World & Basil Woon—w-900/1000-mim—Basil Woon ..... FED
The Young Marriage—ind-12 part series-mim—Mary Anne Guitar ..... DDS
Tips From Twiggy—3tw-55-2c-mim-ilm—Twiggy ..... NNS
Tobé On Fashion—4tw-60-120-mim ..... PHS
Today's Living—dex8-100-mim-ilm—Mimi Rockefeller ..... CF
Today's Women—sw-500-by wire—Joy Miller ..... APN
Travel Talk—m (var)-500-orp—Art Gershon ..... CMI
U-Bild-It—d8-var-man-mim-ill—Steve Ellington ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... UB
Various—m-var-man ..... GLN
VIP—2tw-700—Maxine Chesire ..... LTWP
Vogue Fashions—m-pkg-ill-man ..... CTN
Washington—w-500-mim-var—Vera Glaser WNS
We Like This Plan Because . . .—w-2c-3c-mat-orp-ill—Hiawatha Estes ..... NPB
What's Your Problem?—d-w-500-orp—Linda Lawrence ..... RFS
Why Grow Old?—dS-500-mim—Josephine Lowman ..... RTS
Why Grow Old?—dS-500-mim-tape-ill—Josephine Lowman ..... RTS
Woman's View—5tw-400-wire (for afternoon papers)-day wires—Gay Pauley ..... UPI
Women of Latin America—w-500-mim—CNS Correspondents ..... CNS
Women's Angle—w-750-mim—Betty Roberts ..... ICS
Women's News Service—Exclusive news women's interest features from U.S. correspondents and abroad-5tw from New York-ill ..... NANA
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Gaynor Maddox; Helen Hennessy; Aileen Clair; Polly Cramer; Betty Canary; Judy Love; Joanne Schreiber; Joyce Gabriel ..... NEA
Women's Page Fillers—w-150-man—Staff ..... NEA
Women's Pages ..... OPS
Women's Wear Daily—d-var-ill ..... FA
Women's World—w-500-mim ..... WNS
Years of Fulfillment—w-600-800-mim—Henriette Kish ..... WN
You and Your Home—w-3 color mats-200-mim—Barbara Barnes & Ed Lehman.. RTS
Young Ideas—w-600-mim—Jeanne Sakol ..... WNS
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred RTS
Your Complete Needlework Kit—w-2c9"-250-mat-orp—Dorchen Collins ..... APN
Your Home—5tw-var-mim-ill—Lu Albrecht ..... GFC
Your Life And Mine—d&w-300-mim—Phyllis Mitchell ..... MIT
Your Money Matters—3tw-600-mim—Robert S. Rosefsky ..... NE
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter ..... PHS
You're Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

TITLES OF BY-LINED FEATURES

A

A Christian Thinks—T. Jerome Bishop . BIS
A Closer Look—Ernie Kreling ..... KB
A Conservative View—James J. Kilpatrick ..... WSS
A Family and Its Money—G. L. Ludeke ..... BEL
A Gardener's Kitchen—Daniel V. Thompson ..... THO
A Lift for Living—Rev. Harold E. Kohn . GFC
A Line O'Type Or Two—John T. McCutcheon, Jr. ..... CTN
A Lovelier You—Mary Sue Miller ..... PHS-MIL-CDN
A Man Looks At Women—Tom Nielsen ..... NIE
A Matter of Taste—William Pahlman ..... PHS
A Minority of One—Dennis Murray .... WNS
A Problem a Day—R. J. Allen .... WLG-MS
A Senator's Notebook—S-500-orp—Sen. Everett M. Dirksen ..... LAT
A Woman and Her Money—G. L. Ludeke ..... BEL
A Word Edgewise—John P. Roach ..... KFS
A World of Style—Greta Grudel ..... GFC
Abbe An' Slats—Raeburn Van Buren ..... UFS
About Real Estate—Don G. Campbell ..... RTS
About Your Home—Mrs. Hugo S. Sims, Sr. ..... EC
Across My Path—Harriet Carlson ..... HC
Ad Libs—Jim Whiting and Len Bruh .. GFC
Adam and Eve—Adam & Eve Lowell .. FOR
Adventure Postpaid—Lee James ..... JL
Adventures of Tiny Turtle—Brint Schorer, Jr. ..... TIN
Adventures With God—Jane Scott ..... TTS
Advice to Teen-Agers—Sheila Daly .... CTN
Afield and Afloat—Hank Andrews ..... AF
After a Fashion—Marian Christy ..... UFS
Aggie—Roy Fox ..... CTN
Air Hawk—Alan Foley ..... BPS
Airline News with Photos—Ralph Morgan ..... RMN
Akwas—Mike Roy ..... CF
Aladdin's Lamp—Roger Vega ..... GFC
Alec The Great—Edwina ..... MIL-WSS
Alexander Holmes—Holmes Alexander .. MCN
All About Pets—Eleanor Price ..... GFC
All in Sport—Chet Adams ..... CTN
Alley Oop—V. T. Hamlin ..... NEA
Alphamatics Puzzle—Bill Corley ..... DF
Alsop Column—Joseph Alsop ..... LAT-TNS
Alter Stairs—Dr. E. Duane Hulse .... HPS
Alvarez Medical Column—Dr. Walter C. Alvarez ..... RTS
Ambling With Ann—Ann Wardell Saunders ..... SE
Americana—Sam Stewart ..... CNS
Amy Vanderbilt's Etiquette—Amy Vanderbilt ..... LAT
Amy—Jack Tippitt ..... RTS
An Altar Boy Named Speck—Margaret Ahern ..... NCW
An Editor's Outlook—Jenkin Lloyd Jones ..... GFC
Andy Capp—Reggie Smythe ..... PHS-MIL
Anecdotes & Recipes—Daniel V. Thompson ..... THO
Animal Crackers—Roger Bollen.. ..... NNS
Animal Talk—Dudley A. Brown ..... ANI
Animalogic—Ed Nofziger ..... LAT
Ann Landers' Human Relations Column—Ann Landers ..... PHS-MIL-CDN
Anne Cabot Needlework—Anne Cabot ..... NEA
Anniversary Story—Graham Wilson ..... CF
Answer Line—M. Nitefor ..... TTS
Antique Wise—Dorothy Hammond ..... CF
Antiques—Dorothy H. Jenkins ..... DHJ
Apartment 3-G—Alex Kotsky ..... PHS-MIL-CDN
AP Biographical Service—advance obituary service—Douw H. Fonda ..... AP
Archie—Bob Montana ..... KFS-RGB
Architects Home Designs—Gerry Bishop BM
Around the Waterfront—Helen Bentley FJM
Around the World—Temple Manning ..... TSS
Around The World—a la carte!—Mary Ellen Pourchot & Sylvia Robbins ENT
Around The World With Delaplaine—Stan Delaplaine ..... CHR
Art Buchwald Column—Art Buchwald .. LAT
Art Column—John Canaday ..... NYT
Art, Et Cetera—Chauncey Howell ..... FA
Art's Gallery—Art Finley ..... CHR
Arts Of Leisure—Kathleen Carmody .. NCW
Articles on Automobiling—Frederick C. Russell ..... RS
As I View It—Dr. John W. Gilbaugh . MOD
As We Were Saying—Robert Segal .... SAF
Asian Reports—Mark Gaym ..... TSS
Ask Amy—Amy Adams ..... CPS
Ask Andy—Andy ..... CHR
Ask Dr. Brothers—Dr. Joyce Brothers .. BM
Ask Dorothy Draper—Dorothy Draper .... AD
Ask Janeway—Eliot Janeway ..... CTN
Ask Joe Wilman—Joe Wilman ..... NNS
Ask Me—Louis Berliner ..... DF
Ask The Teacher—Shirley Schraub ..... MCN
Assignment: America—Phyllis Battele ..... KFS
Assignment: Television—Terrence O'Flaherty ..... CHR
Assignment: West Coast—Neil Morgan ..... CNS
Associated Blueprints—Jack McEleney .. ASA
Astro-Guide—Cecan ..... PHS-MIL-CDN
Astro-Scram—Jack Fitch ..... LED
Astrology Column—Sydney Omarr ..... GFC
Astrology Today—J. Naylor ..... BPS
At Wit's End—Erma Brombeck ..... NE
Aura of Grassroots—Betty Drullinger ..... HEA
Austine LeMar Fashion Patterns—Austine LeMar ..... GFC
Auth Editorial Cartoons—Tony Auth ..... NE
Auth Editorial Cartoons—Tony Auth ..... SAW
Auto Album—Tad Burness ..... RTS
Auto Facts and Features—Ray Hite .... ECS
Auto-Kno—T. Jerome Bishop ..... BIS
Autorama—Mel Martin ..... MME
Automobile Buyer's Guide—Mel Martin ..... MME
Automobiles—David Allen ..... DHJ
Automobile News—Charles Cain ..... AP
A World of Style—Gerta Grudel ..... GFC

B

Babe 'n' Horace—Les Carroll ..... NEA
Backdrop, The—John J. Daly, Jr. .....NCW
Background Stories—Tom A. Cullen, Leon Dennen, Robert Cochnar, Gaynor Maddox, Bruce Blossat, Ray Cromley, Rosette Hargrove, Tom Tiede, Roger Doughty ..... NEA
Backgrounders—Scott G. W. Meyers ... TSS
Backstairs at the White House—Merriman Smith ..... UPI
Badajos Editorial Cartoons—Ed Badajos ..... SAW
Baker Column—Russell Baker ..... NYT
Barbs—Phil Pastoret ..... NEA
Barney Glazer In Hollywood—Barney Glazer ..... TCN
Barney Google and Snuffy Smith—Fred Lasswell ..... KFS-TSS
Baseball's Immortal Madcaps—Harry Jones and Fred Reinert ..... AF
Basil Woon on International Events—Basil Woon ..... FED
Basketball Prophecy and Ratings—Mort Olshan ..... MOS
Bat Masterson—Herron and Nostrand .. CF
Batman & Robin—Bob Kane ..... LED
Batcave Hot Line—Bruce Wayne ..... LED
Be Smart—Kubal ..... GFC
Beatrice Fairfax—Beatrice Fairfax .... RGB
B.C.—Johnny Hart ..... PHS-MIL-CDN
Beauty—Vivian Brown ..... APN
Beauty—Ruth Kling ..... CTN
Beauty In Orbit—Mildred Gibson ..... NNS
Beauty and You—Solange Betrand ..... BM
Beauty and the Beast—Count Marco ... CHR
Beauty at Home—Lynn Carter .... WLG-MS
Beauty Box—Jeanne D'Arcy ..... KFS-RGB
Beauty Hints—Dina Dellale ..... EPS
Beauty in the News—Catherine Brewster WNS
Beauty Secrets of the Stars—Anita Hamilton ..... HLW
Beauty Tips—Beth Mohr ..... CNS
Beep-Beep—Robert Leduc ..... SOP
Beetle Bailey—Mort Walker ..... KFS-RGB
Before You Buy—Margaret Dana ..... UFS
Behind The Scenes At The United Nations—David Horowitz ..... WUP
Behind the Scenes in Hollywood—Harrison Carroll ..... KFS-TSS
Belvedere—Nat Greenwood ..... AD
Below Olympus—Frank Interlandi ..... LAT
Ben Wicks—Ben Wicks ..... LAT-TTS
Berkow Sports Column—Ira Berkow ..... NEA
Berrys, The—Carl Grubert .. PHS-MIL-CDN
Berry's World—Jim Berry ..... NEA
Better English—D. C. Williams .... WLG-MS
Better Golf—Mickey Wright ..... CTN
Better Half, The—Bob Barnes ..... RTS
Better Homemaking—Aileen Snoddy ... NEA
Better Five Pin Bowling—Dick Simon .. TSS
Better Living Guide—Sally Miller ..... DIC
Better Mousetraps—Edward Keeling .. FOU
Betty Beale's Washington Letter—Betty Beale ..... PHS
Betty Canary's Column—Betty Canary . NEA
Between the Lines—Edith Kermit Roosevelt ..... ROO
Between Us Girls—Ashton Wing ..... AF
Between You 'n' Me—Murray Alderman ..... NEA
Between You And Me—Boris Smolar .... JTA
Bev's Bits & Bites—Beverly Anderson .. HPP
Bible, Can You Quote It? The—Lavina Ross Fowler ..... NNS
Bible Speaks, The—Dr. Lawrence W. Althouse ..... CPS
Bible Stories In Color—W. A. Nicolas . SPS
Biff Buff—Kearney Egerton ..... LAT
Big Ben Bolt—John Cullen Murphy ..... KFS-RGB
Big George—Virgil Partch ..... PHS-MIL
Big Photo Feature Stories—Jean O'Sullivan ..... KFS-TSS
Big Sister—Bob Naylor ..... KFS-CP-TSS
Billy Casper Says—Billy Casper ..... NNS
Bishop Sheen Writes—Fulton J. Sheen ..... MIL-WSS
Biz Quiz—Ed Nassauer ..... ICS
Blackstone—J. M. Jacobs, Jr. ..... FOU

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Blaine—Blaine Mac Donald ..... MIL
Blake Heart to Heart Talks—
Doris Blake ..... CTN
Blondie—Chic Young ..... KFS-TSS
Boating—Stan Davies ..... NNS-TSS
Boating—Jack Wollston ..... UPI
Bobby—Jerry Iger ..... PF
Boner's Ark Addison—Mort Walker .... KFS
Book Reviews—William Hogan ..... CHR
Book Reviews—Ernest Cady ..... DF
Book Reviews—Marc Drogin ..... TSS
Book Review—Clark Kinnaird ..... KFS
"Bonzer U"—6tw-4c-mat-orp—Kearney Egerton ..... LAT
Book Reviews—Miles Smith ..... APN
Books—Robert Kirsch ..... LTWP
Books—Geoffrey Wolff ..... LTWP
Books and Arts—Miles Smith ..... APN
Books I Have Read—T. Jerome Bishop .. BIS
Books-of-The-Week—John Austin .... . HIS
Bookshelf—Jeff Lee ..... JL
Borgstedt Editorial Cartoons—
Douglas Borgstedt ..... KFS
Bowling At Its Best—Dick Weber .... GFC
Bowling Tips—Don Carter &
Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Boyle's Column—Hal Boyle ..... APN
Bradshaw's Gardening—
John Bradshaw ..... TTS
Brain Twisters—Don Douglas ..... WLG-MS
Brain Twizzlers—Prof. J. D. Flint .... NNS
Bread of Life—
Rev. A. Purnell Bailey ..... GFC
Brenda Star—Dale Messick ..... CTN
Brick Bradford—
Paul Norris ..... KFS-CP-TSS
Bridge—Charles Goren ..... CTN
Bridge Column—
Oswald and Jim Jacoby ..... NEA
Bright Ideas—Joe Jones ..... APN
Bringing Up Father—Kavanaugh-Camp
Fletcher ..... KFS-RGB
Broadway—Jack Gaver ..... UPI
Broadway Beat—Hans Holber ..... EPS
Broadway Karikatures—Joe Kaliff .... AMF
Broadway Off 'N On—William Raidy .... GFC
Broadway Vignettes—Marcia Michels .. AMF
Brother Juniper—
Fred McCarthy & Len Reno .... PHS-MIL
Buescher Cartoons—Alfred J. Buescher .. KFS
Builders of A Nation—Ed Mason ..... DF
Business Blueprint—Ed Nassauer ..... ICS
Business and Finance—
Carl Ritter and Carl Plain ..... CNS
Business Outlook—
J. A. Livingston ..... PHS-MIL-CDN
Business Today—Elmer Roessner ..... BM
Business With Pleasure—
Harry S. Donen ..... DHS
Buz Sawyer—Roy Crane ..... KFS-TSS
By The Way—Bill Henry ..... LTWP

C

Cage Power Ratings—Mort Schwartz .... FF
California Report—Art Ribbel ..... CNS
Camera College—Irvine A. Brace ..... BRA
Camera News—Irving Desfor ..... APN
Campus Clatter—
Larry Lewis ..... NEA
Canadian Business Report—John
Meyer ..... TSS
Candy—Tom Dorr ..... CSP
Capital Spotlight—Milton Friedman .... JTA
Capitol Stuff—Ted Lewis ..... CTN
Capitol Views—Willard Edwards ..... CTN
Cappy Dick—Cappy Dick .... PHS-MIL-CDN
Captain and the Kids, The—
John Dirks ..... UFS
Captain Easy—Leslie Turner ..... NEA
Captain Kate—Jerry & Hale Skelly .... KFS
Cap'n Knot—Howard Swift ..... RUS
Capitaine Bonvent—P. J. Kuhn ..... DWL
Capsule Capers—Justin Manning ..... FOU
Car Crazy—Bilko ..... BPS
Career Corner—Joyce Lain ..... MCN
Career Girl—June Wilson ..... WNS
Caricatures—Robinson ..... CTN
Carmichael—Dave Eastman ..... LAT
Carnival (plus Mr. Merryweather)—
Dick Turner ..... NEA
Carroll Righter—Carroll Righter ..... MCN
Cartoon—N. Bee ..... JTA
Cassini Carousel—
Igor & Oleg Cassini ..... CF
Cats and Their Care—Henrietta
Hitchcock ..... CF
Celebrity Cookbook—Johna Blinn ..... NE
Celluloid Dreams—Joel Reisner ..... SAW
Center Stage (TV col.)—Judy Hugg.. CNS
Channel Chuckles—Bil Keane ..... RTS
Character Clues—Galen Scott ..... LED
Charley Weaver Says—Cliff Arquette ... CF
Charting the Grains—
Donald W. Martin ..... CNS
Checking Up—L. M. Boyd ..... CTN
Cheerful Cherub, The—
Rebecca McCann ..... MIL-WSS
Chef, The—Sylvia Windle Humphrey .... BM
Chess Master—George Koltanowski ..... GG
Chess Today—
Isaac Kashdan ..... BPS
Child Care—William G. Crook, M.D. .. GFC
Child Health—Dr. Frank Faulkner ..... NE
Children's Letters To God—Stuart
Hample ..... KFS
Ching Chow—Will Henry ..... CTN
Church Chuckles—Charles
Cartwright ..... SM-CAR
Cicero's Cat—Al Smith .. .. BM
City Editor's Tip Service—
John Clift ..... GFC
Cityscape—Wolf Von Eckhardt ..... LTWP
Citizen Smith—Dave Gerard ..... RTS
Classical Records—Delos Smith ..... UPI
Clyde Moore Says—Clyde Moore ..... DF
Cobb Editorial Cartoons—Ron Cobb .. SAW
Coffee Break—Adeline Daley ..... CHR
Coin Collector's Corner—Robert Svensson KFS
Coin Corner—J. E. Chilton ..... TTS
Coin Counting—Barbara Lyon ..... NUM
Coin-Stamp-Medal World—
Frank G. Spadone ..... COI
Coin Roundup—Maurice M. Gould .... GFC
Coin-Wise—Leon T. Lindheim ..... NNS
Coins Count—Paul Wels ..... CNS
Coinword—Robert Pearsall ..... GFC
Coloring College—Matt Curzon ..... CTN
Colvin Commentary—Melvin Colvin ..... CF
Comic Dictionary—Evan Esar ..... RTS
Comment on Sports—Pete Fritchie .... EC
Community Capers—Al Smith ..... SM
Complete Guide For The Working Mother—
Margaret Albrecht ..... DDS
Con La Ley En La Mano—
Martin J. Ross ..... LAW
Con La Ley En La Mano (Column on Law
in Spanish)—Martin J. Ross ..... LAW
Confident Living—Dr. Norman
Vincent Peale ..... PHS
Conrad Cartoons—Paul Conrad ..... RTS
Conversation—Vivian Fletcher ..... WPS
Consumer Contact—Arthur E. Rowse .. CNI
Consumer Protection—Senator Warren
G. Magnuson and Jean Carper ..... CF
Consumer's Question Box—
Margaret Dana ..... UFS
Continental Column—Chris Wise ..... HF
Cow Pokes—Ace Reid ..... COW
Continental Diary—Noel Anthony NANA-WNS
Contract Bridge—
B. J. Becker ..... CP-KFS-TSS
Cook's Corner—Lillian Hergesell ..... DF
Cooking—Jeanne Lesem ..... UPI
Cooking Chat—Anne Wanstall ..... TSS
Cooking Corner—Susan Delight ..... CNS
Cooking For Pleasure—
F. Rojas-Lombardi ..... ASC
Cork Cartoons—Cork ..... BPS
Corky Editorial Cartoon—Corky ..... LAT
Countdown—Charlie Piper ..... MIL
Count-Down!—Rodney de Sarro ..... COM
Country Parson—Frank Clark ..... SM
Country Parson, The—Frank Clark .... RTS
Craft Patterns—A. Neely Hall ..... CRA
Criss Cross—John Manning ..... TSS
Criswell Predicts!—
Jeron King Criswell ..... CRP
Critters The—
Gene Patterson ..... AF
Crosby Noyes—Crosby Noyes ..... WSS
Crossroads Report—D. E. Scott ..... SCO
Crossword—Maynard Nichols ..... GFC
Crossword Puzzle—A. C. Gordon.... WLG-MS
Crossword Puzzle—R. A. Power ..... DWL
Crossword Puzzle—Bernice Paschen ..... SM
Curious Facts—Donald Whitacre ..... CFF
Curling Tips—Ron Northcott ..... TSS
Current Events in the Classroom—
Marvin Lipton ..... TSS
Cuties—E. Simms Campbell .. KFS-RGB-TSS
Cy Barrett Says—
Cyrus Barrett, Jr. ..... NNS

D

Daffy Divorces—Dick Hyman ..... HYM
Daffynitions!—Paul H. Gilbert ..... GFC
Daily Crossword—Margaret Farrar ..... GFC
Daily Flashback Calendar—
Dick Peeples ..... AF
Daily Investor—William A. Doyle ..... UFS
Dance and Music Column—
Walter Terry ..... MIL-CDN
David Crane—Greig Flessel ..... PHS
Darcy Editorial Cartoon—
Tom Darcy ..... NE
Dateline: Danger!—
John Saunders & Alden McWilliams .. PHS
Dateline: Harrisburg—
Richard R. Haratine ..... WDS
Davy Crockett, Frontiersman—
Jim McArdle ..... CF
Davy Jones—Sam Leff ..... UFS
Days and Customs of All Faiths—
Dr. Howard V. Harper ..... GFC
Dear Abby—Abigail Van Buren ..... CTN
Dear Doris—Doris Clark ..... TTS
Dear Mrs. Mayfield—
Molly Mayfield ..... UFS
Dear Sally—Sally Shaw ..... WLG-MS
Debbie Deere—Frank Bolle ..... MCN
Deeds to Admire In The News—
T. Jerome Bishop ..... BIS
Deems—Tom Oka ..... SM
Denhoff Food Articles—
Alice Denhoff ..... KFS-TSS
Dennis the Menace—Hank Ketcham .... PHS
Design For Living—
Evan Frances ..... CF
Designing Woman—
Barbara Taylor Bradford ..... NE
Destination—Joseph Adler ..... ADL
Detectograms—L. and N. Kirk ..... KI
Dick Dunkel's College Basketball
Ratings—Dick Dunkel ..... DSR
Dick Dunkel's College Football
Ratings—Dick Dunkel ..... DSR
Dick Gregory—
Dick Gregory ..... ALL
Dick Tracy—Chester Gould ..... CTN
Dinah Mite—Joe E. Buresch ..... JEB
Dining with Dana—
Bob Dana ..... NEW
Diplomatic Pooch—
Phil Evans & Jim Asher ..... COO
Diplomatic Pouch—
William R. Frye ..... FRY
DIScussion—Joe Kaliff ..... AMF
Disney Treasury of Classic Tales—
Walt Disney ..... KFS
Distillates of Random Thoughts—
Charles Rehns ..... REH
Dock Lines—Mel Martin ..... MME
Doctor Says—
Dr. H. Yaffa ..... TTS
Dogs—Tom McNally ..... CTN
Doing The Right Thing—Elizabeth
L. Post ..... NE
Do It Yourself—
J. Ralph Dalzell ..... DAK
Do-It-Yourself—Mr. Fix ..... NEA
Do You Know?—T. Jerome Bishop ..... BIS
Do's and Don'ts for Mothers—
Dr. Phyllis Hostler ..... CF
Dolly—Bill Williams ..... PHS
Don MacLean Column—
Don McLean ..... UFS
Donald Duck—Walt Disney ..... KFS-TSS
Dondi—Irwin Hasen ..... CTN
Doodletoo—Bord Stephens ..... WHE
Doris Answers Youth—
Doris Revere Peters ..... NCW
Dorsey Connors (Hi! I'm Dorsey Connors)—
Dorsey Connors ..... PHS
Dottie Decorates—
Dottie and Harry Brown ..... GFC
Dotty—Buford Tune ..... PHS-MIL-CDN
Dowling Editorial Cartoon—
Dan Dowling ..... PHS-MIL-CDN
Down on the Farm—Ed Harris ..... FOR
Drama Review—John Chapman ..... CTN
Dream Street—Robert Sylvester ..... CTN
Dress Patterns—Anne Adams and
Marian Martin ..... KFS-CP
Dr. Joyce Brothers—
Dr. Joyce Brothers ..... NANA-WNS
Dr. Kildare—Ken Bald ..... KFS
Dr. Sam and The Spacemasters—
Jim Westerman ..... EBC
Drama—Richard L. Coe ..... LTWP
Drift Marlo—Tom
Cooke & Phil Evans ..... COO
Drogin's Humor—
Marc Drogins ..... TSS
Drummond Column—
Roscoe Drummond ..... MIL-CDN
Drummonds Column—
Roscoe & Geoffrey Drummond ..... LAT
Duchess of Windsor—
Duchess ..... SPS
Dunkel Sports Rating Service—
Dick Dunkel ..... BM
During This Week—Estey I. Reed ..... SS
Durslag Sports Column—
Melvin Durslag ..... KFS

E

Easi-Bild—Don Brann ..... GFC
Easi-Bild—Don Braun ..... TSS
Easy Does It—Win Packet ..... TSS
Easy Etiquette—
Jeanne Harris ..... RTS
Eat, Drink, Be Merry and Live Longer—
Harry A. Johnson, M.D. ..... DDS
Eat & Grow Younger—Lelord Kordel .. SPE
Eat, Drink and Be Merry—
Robert J. Misch ..... WNS
Eat Up and Slim Down—
Lelord Kordel ..... SPE
Eat Your Troubles Away—Lelord
Kordel ..... SPE
Eb and Flo—Paul Sellers ..... UFS
Economic Impact—Hobart Rowan .... LTWP
Eddie Barker's World—
Eddie Barker ..... MCN
Editorial Cartoon—Yardley Jones ..... TTS
Editorial Cartoons—
Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoon—
Bill Crawford ..... NEA
Editorial Cartoons—
Arthur B. Poinier ..... BM
Editorial Cartoon—Warren King ..... CTN
Editorial Cartoon—Ed Kudlaty ..... NEA
Editorial Cartoons—Duncan
Macpherson ..... TSS
Editorial Cartoons—Norman Hudon .... SOP
Editorial Cartoons—
Vaughn Shoemaker, Stayskal ..... CTN
Editorial Cartoons—Henry McCarn .... STA
Editorial Cartoons—Gib Crockett ..... WSS
Editorial Cartoons—Don Hesse ..... MCN
Editorial Cartoons—Reg. Manning ..... MCN
Editorial Cartoons—Eugene Craig &
Doc Goodwin ..... DF
Editorial Cartoons—L. D. Warren ..... NWS
Editorials—Edward H. Sims ..... EC
Editorials Anonymous—
Mrs. Cyrene Dear, David R. Dear .... DPR
Editorials—Paul Jones ..... NEA
Editorial Research Daily Service—
Richard Spong ..... EDR
Editor's Associate—T. Jerome Bishop .. BIS
Editor's Choice Cartoons—
Justus and Long ..... RTS
Eek & Meek—Howard Schneider ..... NEA
Education For Tomorrow—Dr. Earl
J. McGrath ..... NNS
Eleanor Lambert's SHE—
Eleanor Lambert ..... PHS
Emmy Lou—Marty Links ..... UFS
Enjoying Art—
Jon Blummer ..... ASC
Entertainment Features—Joan
Crosby, Lick Kleiner ..... NEA
Entertainment Whirl—Buddy Basch .... BAB
Etc. & P.S.—Milt Miller ..... JL
Esquire's Avenues of Fashion—
O. E. Schoeffler ..... BM-
Etiquette, Correct Thing—Elinor Ames .. CTN
Etiquette—Riv Tobin ..... CNS
Etta Kett—
Paul Robinson ..... KFS-CP-TSS
European Coverage—Thomas Nuzum &
Gene Gregory ..... CNS
Eye On Your Family—
Dr. Alfred A. Messer ..... PHS
Everyday Editorials—Monte F. Bourjaily GLS
Everyday Law—Martin J. Ross ..... LAW
Exercise Series for Aching Back—
Maxwell Riddle ..... AF
Eye on the Presidency—
Nick Thimmesch ..... NE

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces In The News—Frank Murphy .... DIS
"fact or fiction? . . . by Gil —
Gil Whitton ..... WCS
Family Circus—Bil Keane ..... RTS
Family Finance—Betty Yarmon ..... WNS
Family Finances—Barbara Kober ..... CNS
Family Scrapbook, The—
Dr. Ernest G. Osborne ..... UFS
Family Travel—Betty Lowry ..... CIT
Famous People In Teens—Bett Anderson CNS
Famous Recipes—
Jane Sherrod ..... BPS
Fan Fare—Walt
Ditzen ..... PHS-MIL-CDN
Far Eastern Coverage—Ed Neilan ..... CNS
Fashion Features—Dina Dellale ..... EPS
Fashion League—
Florence de Santis ..... BM
Fashion Stories—Jean Wilson ..... APN
Fashion Stories—Rosette Hargrove,
Helen Hennessy ..... NEA
Fashions—Tracy Adrian ..... TSS
Fashions—Gay Pauley ..... UPI
Fashions—Women's—Kay Thomas ..... CTN
Fashions For Women—Helen Abel ..... CNS
Fast Gourmet, The—Poppy Cannon .... GFC
Features—Ida Fried ..... EPS
Federal Corner—Roulhac Hamilton ..... DF
Federal Diary— Willard Clopton, Jr.
& Mike Causey ..... LTWP
Federal Spotlight—Jos. Young ..... WSS
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... PHS
Ferd'nand—Mik ..... UFS
Figurits—Don Douglas ..... WLG-MS
Films, Music, Theatre—David
Horowitz ..... WUP
Finance—Douglas H. Fullerton ..... TTS
Financial—Carl Ritter ..... CNS
First Aid to the Ailing House—
Roger C. Whitman ..... BM
Fischetti Cartoons—
John Fischetti ..... PHS-MIL-CDN
Fisher-Crowe Report—D. Fisher,
H. Crowe ..... TTS
Fix It Yourself—Hubbard Cobb .. MIL-WSS
Flamingo—R. A. Roche and
John Thornton ..... PF
Flash Gordon—Dan Barry MacRaboy KFS-RGB
Flashback on Canada—Bob Bowman ... TSS
Fletcher, The 4-H'r—Joe E. Buresch .... JEB
Flibbertys, The—Ray Helle ..... CTN
Flintstones, The—Hanna Barbera
Productions ..... MCN
Flop Family—George O. Swanson ..... KFS
Flora Lewis Column—Flora Lewis ..... NE
Flower Box, The—Phyllis Pautz ..... CTN
Focus on Health—Alton Blakeslee .... APN
Food—D. Peggy Read ..... EPS
Food—Alice Petersen and Ella Elvin ... CTN
Food Articles—Mary Meade ..... CTN
Food & Garden Gossip—
Daniel V. Thompson ..... THO
Food For Americans—Menus—
Aileen Claire ..... NEA

Food and Your Health—Frederick J. Stare, M.D. ..... LAT
Food Stories—Cecily Brownstone ..... APN
Football and the Single Girl—Elinor Kaine ..... PHS
Football Prophecy and Ratings—Mort Olshan ..... MOS
Football Series—Ira Berkow ..... NEA
For Better Health—S. L. Andelman, M.D. ..... GFC
For Better or Worse—Justin Manning .. FOU
For Heaven's Sake—Davis & Maley .... HEA
For Men Only—Cooking—Morrison Wood CTN
For the Fun of It—Jim Crossley ..... NEA
For Women Only—Dr. Lindsey Curtis .. NNS
Foreign News Commentary—Phil Newsom UPI
Forever Female—Eugene Craig ..... DF
Fortune Finder—P. T. Hines ..... RGB
Fortune Teller—A. C. Gordon ..... WLG
Frank Morriss Says—Frank Morriss ... CKS
Frankly Speaking—Gary Wagner ..... WIP
Frank Squeaks—Dick Hyman ..... HYM
Freckles and His Friends (plus Hector)—Henry Formnals ..... NEA
Fred Basset—Alex Graham ..... PHS
Freddy—Rupe ..... MIL-WSS
From New York—Creighton Peet ..... PT
From Nine to Five—Joe Fischer ..... PHS-CDN
From The Fifth Shelf—Jack Siegel .... SAF
From The Left—Michael Harrington ... WSS
From The Private Files of CM—Cullen Moore ..... CMS
From Where I Sit—Harry S. Donen ... DHS
From Where I Sit—Samuel Feinberg .... FA
Frontiers of Science—Andrea Bresciani, Robert Raymond, Stuart Butler, Ph.D. ..... LAT
Fun and Games—T. R. Green ..... BPS
Fun With Baby—April S. French ..... ASC
Fun With Figures—J. A. H. Hunter ... TTS
Fun With Figures—J. A. H. Hunter ... LAT
Fun With Funds—Fay Marsh ..... ENT
Funland—Arthur Nugent ..... BM
Funny Business—Roger Bollen ..... NEA
Funsters—John Broudheckre ..... AF

G

Gains and Brains—Estey I. Reed ..... SS
Gallup Poll—Dr. George H. Gallup .... PHS-MIL-CDN
Garden Column—Tom Stevenson ..... LTWP
Garden Gossip—Daniel V. Thompson ... THO
Garden State Digest—Gar Schmitt .... EDI
Garden Question Box—Tom Stevenson LTWP
Gardengraphs—Dean Halliday ..... KFS
Gardening—Irwin & Martha Jones ..... DF
Gardening Column—Fred Dale ..... TSS
Gardening For Fun—Cindy Smith ..... CHE
Gardens—Dorothy Jenkins ..... DHJ
Gardners Questions and Answers—James Murphy ..... CNS
Gary Lautens Column—Gary Lautens ... TSS
Gary Player's Golf Class—Gary Player .. KFS
Gasoline Alley—Frank King, Dick Moores, (daily); Bill Perry (Sunday) ..... CTN
George—George Wolfe ..... SM
G. I. Memories—T. Jerome Bishop ..... BIS
Giants—Walt McDayter ..... LAT
Giants, The—Bill Payne ..... TTS
Gil Thorp—Jack Berrill ..... CTN
Ginger—Getterman ..... UFS
Girls, The—Franklin Folger .. PHS-MIL-CDN
Giveaway Guide—Allen Glasser ..... GLA
Glad You Asked That!—Hy Gardner .. PHS
Glamor Girls—Don Flowers ..... RGB
Glazed Bits—Barney Glazer ..... TCN
Global View, The—Leon Dennen ..... NEA
Global TV—Sandy Raines ..... RA
Go-Go Gruver—Jim (Pabe) Pabian ... EDW
Going Places—Ron Butler ..... GFC
Going Our Way—Bob Sloane ..... STR
Gold in Your Attic—Van Allen Bradley GFC
Golden Age—Robert Hoover ..... DF
Golden Years—Thomas Collins ..... GFC-MIL
Golf Instructions—Brad Wilson ..... CNS
Golf Made Easy—Al Balding ..... TSS
Golf Series—Frank Beard ..... NEA
Golfing With Arnold Palmer—Arnold Palmer ..... NNS
Good Old Days, The—Erwin L. Hess ..... UFS
Gordo—Gus Arriola ..... UFS
Gourmania Guide—Robert Atherton, Pattman ..... SPS
"Gourmet On A Budget"—Sandal & Pritch English ..... ENG
Graffiti—Bill Leary ..... MCN
Grandpa's Boy—Brad Anderson ..... SM
Grant Editorial Cartoon—Lou Grant ... LAT
Grass Roots Clippings—Kerwin Hoover ..... HTF
Great Ideas From The Great Books—Dr. Mortimer J. Adler .... PHS-MIL-CDN
Grid Power Rating—Mort Schwartz ..... FF
Grin & Bear It—George Lichty ..... PHS-MIL-CDN
Gripping-Enthralling-Dramatic Series—Claire Wilbur ..... CF
Grubby—Warren Sattler ..... SM
Grover Brinkman Features—Grover Brinkman ..... RA
Grover C. Hall Column—Grover C. Hall ..... PHS
Guest, Edgar A. (poetry)—Edgar A. Guest ..... MIL-WSS
Gully Foyle—Stanley Pitt, Reginald Pitt ..... LED

H

Half-Past Teen—Joe Mahoney ..... CSP-CSF
Half Tone Fashions—Alice Alden ..... TSS
Handle With Care—Evelyn Zee ..... ASC
Handy Family, The—Lloyd Brimingham ..... GFC-CSF-MIL
Hapless Harry—George Gately ..... CTN
Happier Living—Phillis Mitchell ..... MIT
Happy Talk—George Q. Lewis ..... HUS
Hardtack—Keller ..... BPS
Harriet Van Horne Column—Harriet Van Horne ..... LAT
Harris Survey—Louis Harris ..... LAT
Harvey—Bruh & Guliffre ..... MIL-WSS
Have Fun—Lee Bryan & Rube Weiss .. BLA
Have You Met?—Y. L. Tiacliff ..... NP
Hawk, The—Red Maxwell and Bob Webb PF
Haynie Editorial Cartoon—Hugh Haynie ..... LAT
Hazle—Ted Key ..... KFS
Head Lines—Edith Head ..... NE
Health—Dr. Theodore R. Van Dellen ... CTN
Health and Beauty—Lillian Hughes ..... EC
Health Capsules—Michael A. Petti, M.D. ..... UFS
Health for Today—Dr. W. W. Bauer ..... CF
Heart of Juliet Jones, The—Stan Drake ..... KFS-TSS
Health Today—Dr. P. Carbone ..... BPS
Hector The Director—Rama Braggiotti LED
Helen Help Us—Helen Bottel ..... KFS-RGB
Helen Homemaker—Lloyd Birmingham ..... CF
Hello Hostess—Mary Kay Marsh ..... ENT
Hemisphere Report—William Glaudoui CNS
Henry—Carl Anderson ..... KFS-TSS
Henry J. Taylor Column—Henry J. Taylor ..... UFS
Herblock Editorial Cartoons—Herbert L. Block ..... PHS
Here's An Idea—Jerry Langell ..... AF
Here's Hollywood—Lorraine Gauguin ..... CIT
Here's Howe—Pete Howe ..... RGB
Here's Mom—Isabel ..... CTN
Hey, Swingy—Jan Green ..... GFC
Hi and Lois—Mort Walker and Dik Browne ..... KFS-RGB
Hi-Fi Equipment—Barney Glazer ..... TCN
"Him"—Alex Sheftell ..... BM
Hints From Heloise—Heloise Cruse ..... KFS-RGB
Historical Series Features—T. Jerome Bishop ..... BIS
Hollywood—Inez & Cecilia Pedroza ... PED
Hollywood Beauty—Lydia Lane ..... LAT
Hollywood Calling Your City or Country—Inez and Cecilia Pedroza ..... PED
Hollywood (for afternoon papers)—Vernon Scott ..... UPI
Hollywood (for morning papers)—Vernon Scott ..... UPI
Hollywood—Bob Thomas ..... APN
Hollywood—Dorothy Manners ..... KFS
Hollywood Everywhere—Sheilah Graham ..... NANA-WNS-BM
Hollywood Feature Service—John Austin ..... HIS
Hollywood Informer—John Austin ..... HIS
Hollywood Speaks—Kurt Singer ..... BPS
Hollywood Everywhere—Sheilah Graham ..... BM
Hollywood—Movies-TV—Dick Kleiner ..... NEA
Hollywood Profiles—J. Sherrod ..... OPS
Hollywood Today—Norma Lee Browning ..... CTN
Home—Ida Fried ..... EPS
Home—Ann Jermyn & George Adams .. DHJ
Home and School—Dorothy Rich ..... LTWP
Home Bldg.: Questions and Answers—Charles A. Taylor ..... CNS
Home Decorating—Barbara Hartung .... CNS
Home Line—Dorothy Ritz ..... LAT
Homemaker's Humor—Ann Rudy ..... CNS
Home Making Helps—Eleanor Ross ..... TSS
Home Repair Do's and Don'ts—Andrew C. Lang ..... APN
Homeowners Money Savers—Douglas Tuomey ..... GFC
Homes—Dorothea M. Brooks ..... UPI
Homes Decorating—Janice Jordon .. .. DF
Horoscope—Contsella ..... CTN
House Doctor—Herman Baum ..... RTS
House of the Week, The—Andrew C. Lang ..... APN
House News—Aurilla Bradford ..... ASA
Household Scrapbook—Roberta Lee .... WLG
Household Stories—Vivian Brown ..... APN
Housing News—Hugh L. Morris ..... MNS
Housewife Helps—Lois Hunter ..... WHE
How Can I???—Anne Ashley ..... WLG
How Does It Work—Bruce Bailey ..... CF
How Does It Work—A. F. van Hall, J. T. van Dijk ..... DWL
How To Get Money For College—Dr. Benjamin Fine ..... BM
How To Invest Wisely—D. H. Fullerton TSS
How to Keep Your Child Well—Dr. Theodore R. Van Dellen .... . CTN
How Women Can Make Money In The Stock Market—Colleen Moore ..... DDS
Hubert—Dick Wingert ..... KFS-TSS
Humor Report To The Nation—George Q. Lewis ..... HUS
Humor Without Words—Zoltan Forral and Chumy ..... VAZ
Humphrey Hussh—Malcolm Hancock ..... MIL
Hy Gardner Calling—Hy Gardner ..... MIL-CDN
Hystoria—Tom Shephard & Bob Cohn ..... AD

I

I Am in Iambics, Non-sectarian uplift based on book of same name (A. S. Barnes, N.Y.)—John Milton Hagen ... GBR
I Beg to Differ—Frank Lowe ..... CWF
I Wish I'd Said That—Art Linkletter ..... DDS
Idea Chaser—Jerry Langell ..... AF
Idea Payoff—Jerry Langell ..... AF
If You Take My Advice—Mary Starr ... TSS
If You Were The Judge—Jack Strauss ..... BM
If Your Name Is—Ann Reynolds, Ph.D. ..... RFS
Illustrated New Homes And Weekly House Releases—Jack McElency ..... ASA
Illustrations-Editorial—John Lane ..... NEA
Income Tax Series—Ray De Crane .... NEA
Individual Horoscope—Frances Drake ..... KFS-RGB
Indoor Gardening—Katherine B. Walker ..... PHS-MIL-CDN
Industrial Processes—Arthur S. Green ..... GRE
In A Ringside Seat with Sam Taub—Sam Taub ..... NEW
In America—Charles Mitchelmore ..... FA
In Fashion Now—Mrs. Hugo S. Sims Sr. ..... EC
In Movies—Phil Kalker ..... AEW
In Orbit—T. Jerome Bishop ..... BIS
In Perspective—Max Freedman ..... CDN
In Record Time—Mary Campbell ..... APN
In The News—George Grunewald ..... CF
In the Wake of the News—Dave Condon ..... CTN
In Washington—Ralph deToledano ..... KFS
Innocence Abroad—Mary Gauerke .... WSS
Inside Auto Racing—Don O'Reilly ..... AU
Inside Fashion—Eugenia Sheppard ..... PHS-MIL
Inside Humor—Harry S. Donen ..... DHS
Inside Labor—Victor Riesel ..... PHS
Inside Mutual Funds—Kenneth R. Spangler ..... SPA
Inside Report—Rowland Evans & Robert D. Novak ..... PHS-MIL
Inside the Economy—Joseph R. Slevin .. NE
Inside the Market—Ernest A. Schonberger ..... LTWP
Inside Washington—Henry Cathcart .... KFS
Inside Washington—Robert S. Allen and John Goldsmith ..... PHS
Insomnia—Gay Luce & Julius Segal ..... DDS
Inspector Markham—Mr. E. Leegstra ... DWL
Instant Hostess—Kay Marsh ..... ENT
Insurance Simplified—Saul Sokol ..... DF
Interior Decorating—Vivian Brown ..... APN
Interior Decoration—Jane Abrams ..... CTN
Interior Motifs—Barbara Taylor Bradford NFS
International Adventure (Numismatic)—Julius Weiss ..... WEI
International Adventure (Philatelic) ... WEI
International Affairs—Royce Brier ..... CHR
Interpretive Reports—Richard Wilson ..... RTS
Interview Features—Sandy Raines ..... RA
Investors' Forum—Harry C. France ..... GFC
Investors' Guide—Sam Shulsky ..... KFS
Israel Newsletter—Eliahu Salpeter ..... JTA
Isn't It The Truth—Charles Rehns ..... REH
Isn't It The Truth—Carl Riblet Jr. .... LAT
It Happened Last Night—Earl Wilson ..... PHS
It Seems To Me—David C. Gardner ..... GA
It's A Cockeyed World—Joe Kaliff .... AMF
It's a Funny World—John Crosby ..... NE
It's News To Me—Herb Caen ..... CHR
It's Fun In "——" (The month changes through the year)—Fritchie Saunders..HC
It's The Law—Dick Hyman ..... HYM
It's Your Money—Wendell Coltin ..... GFC
It's Your Landscape—George Creed ..... PHS-MIL-CDN

J

Jack Nicklaus on Golf—Jack Nicklaus .. PHS
Jackson Twins, The—Dick Brooks ..... MCN
Janeway's Columns—Eliot Janeway ..... CTN
Jasper—James Simpkins ..... CWF
Jazz Column—Leonard Feather ..... LTWP
Jeane Dixon Horoscope—Jeane Dixon ..... NE
Jeff Cobb—Peter Hoffman ..... GFC
Jennifer—Art Gates ..... GF
Jes' Smith—Johnny Pierotti ..... CF
Jest A Minute—George Daugherty ..... CTN
Jest A Minute—Richard Blummer ..... ASC
Jewish Meals—Ruth Sirkis ..... JTA
Jewish Quiz Box—Rabbi Samuel Fox ... JTA
Jim Bishop Reporter—Jim Bishop KFS-TSS
Joe Palooka—Ham Fisher ..... MCN
John Keasler—John Keasler ..... MCN
Johnny Hazard—Frank Robbins ..... KFS-RGB
Jolly Jingles—Graham Hunter ..... TIN
Jobs Unlimited—Justin Manning ..... FOU
Josh Billings Sez—Rube Weiss ..... BLA
Joyce Haber Column—Joyce Haber ... LAT
Joys & Jolts of Retirement—Theodor Schuchat ..... NANA
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ..... PHS-MIL-CDN
Jumble—That Scrambled Word Game—Henri Arnold & Bob Lee ..... CTN
Junior Editors—Coulton Waugh ..... APN
Junior Jumble—Bob Lee & Henri Arnold CTN
Just Something Pretty—Cindy Smith ... CRE

K

Karikature Karnival—Joe Kaliff ..... AMF
Karpin on Bridge—Fred Karpin ..... NE
Katzenjammer Kids—Joe Musical ..... KFS-RGB
Keep In Trim—Ida Jean Kain..... TSS
Keeping Posted—Paul Weis ..... CNS
Keeping Up With The World—Ethel Burge ..... BUR
Kennel & Leash—Maxwell Riddle ..... LED
Kerry Drake—Alfred Andriola PHS-MIL-CDN
Keypeek—Herc Ficklen ..... LED
KFS Crossword Puzzle—Eugene Sheffer ..... KFS-RGB
Kingsbury Smith—Kingsbury Smith ..... KFS
Kitchen Cynic—Ben Sharfman ..... AMF
Kitchen Talk—Philomena Corrodeno .. PHI
Kitty Higgins—Fred Johnson ..... CTN
Kiwi—Ken Montone & Brian Kirby ..... CTN
Know The Weather—Edward H. Sims ..... EC
Know Your Antiques—Ralph and Terry Kovell ..... RTS
Know Your Government—Prof. Carl H. Kalvelage & Peter J. Anderson ..... CIT

L

Labor On Stamps—Lee James ..... JL
Labor Scene—Ed Finn ..... TSS
***Ladies Day**—Mady Merah ..... GFC
Laff of the Week—Bob Barnes .... CSF-CSP
Landscaping—Henry Aul ..... CDN
Larry Gore's Thing—Larry Gore ..... UNP
Las Vegas/Reno/Tahoe—Barney Glazer .. TCN
Latest From Paris—Monique ..... CTN
Latin America Column—Barry Bishop .. CTN
Launching Matter—Salo ..... CTN
Laugh In—Roy Doty ..... CTN
Laugh It Off—Syd Hoff ..... KFS
Laugh Time—Bob Schroeter ..... KFS
Law Briefs For Business—Martin J. Ross ..... LAW
Law For Women—Martin J. Ross ..... LAW
Lawrence Dispatch—David Lawrence ..... PHS-MIL-CDN
Lawrence Fertig—Lawrence Fertig ..... CF
Lecherous, Licentious, Lascivious, Lyrics is not the title—Milton Hagen ..... GBR
Legal Aid—Martin J. Ross ..... LAW
Lenten Series—Rev. David Poling ..... NEA
Lesson in English—W. L. Gordon .. WLG-MS
Let's Ask Gil—Gil Whitton ..... WCS
Let's Ask the Cook—Nan Wiley ..... RTS
Let's Be Beautiful—Arlene Dahl ..... CTN
Let's Eat—Ida Bailey Allen ..... TSS
Let's Explore Your Mind—Sylvanus and Evelyn Duvall ..... NNS
Let's Live Longer—Lelord Kordel ..... SPE
Let's Look At The Records—Linda Norris ..... CSP
Let's Knit—Ursula duBois ..... AD
Let's Make—Ben Corey ..... HAR
Let's Stay Well—Dr. Eugene Schelmann ..... BM
Let's Take Pictures—Irvine Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite... ECS

TITLES OF BY-LINED FEATURES

Ley Para Feminas—Martin J. Ross ... LAW
Life Begins At Forty—Robert Peterson ... MCN
Life in The Suburbs—Al Smith ... SM
Life With The Rimples—Les Carroll .. NEA
Life's Like That—Fred Neher ... BM
Lightning in the Desert—Bill Coble ... HEA
Like It Is—Ralph Dunagin ... PHS
Li'l Abner—Al Capp ... CTN
Li'l Ones—Jim Whiting ... GFC
Listen Americans—Dr. George S. Benson ... NEP
Lisons—Potvin & Kaufmanis ... CF
Little Brother Hugo—Bill Perry ... CTN
Little Eve—Jolita ... GFC
Little Farmer—Kern Pederson ... SM
Little Iodine—Bob Dunn & Hy Eisman ... KFS-RGB
Little Journeys to Great Homes—Louise Hubbard ... HN
Little Joe—Robert Leffingwell ... CTN
Little King—Otto Soglow ... KFS-TSS
Little Old New York—Broadway—Ed Sullivan ... CTN
Little Pedro—William de la Torre ... LAT
Little People, The—Walt Scott ... NEA
Little People's Puzzle—Leo White ... UFS
Little Sport—John Henry Rouson ... GFC
Little Woman, The—Don Tobin .. KFS-RGB
Lines On Living—Rabbi Haim Kemelman ... HMK
Live 'n Laff—Rube Weiss ... BLA
Live Within Your Income—Mary Feeley. APN
Living—Glenn Bernhardt ... SM
Living Faith—Harold Blake Walker ... CTN
Lockhorns, The—William P. Hoest ... KFS
Loeb on Wall Street—Gerald M. Loeb ... NANA-WNS
Lois Holmes Kniting Patterns—Lois Holmes ... LAT
Lolly—Pete Hansen ... CTN
Lone Ranger—Paul Newman and Charles Flanders ... KFS
Lonely Heart—Here Ficklen ... AVA
Look and Learn—A. C. Gordon ... WLG-MS
Look Smart!—Harry Juster ... RTS
Lookin' 'n' Listenin'—Ann Wardwell Saunders ... SE
Looking Ahead—Dr. George S. Benson .. NEP
Looking Around—Sid Hathaway ... SM
Looking Back In Sports—Lenny Hollreiser ... CTN
Looking Up At Life—Harold Blake Walker ... CTN
Lou Edman Describes—Lou Edman ... EDM
Louie—Harry Hanan ... CTN-MIL
Louis Harris Survey—Louis Harris ... CTN
Love and Laughter—Maria Molnar ... BPS
Love on Life—Philip H. Love NANA-WNS-BM
"Low Down" From the Congressional Record ... CRU
Lyons Den, The—Leonard Lyons ... PHS

M

MacDivot—Mel Keefer and J. Lansky .. CTN
Maddox Food Column—Gaynor Maddox ... NEA
Magic Carpet Over Broadway—Joe Kaliff ... AMF
Magic Spell—Hal Kaufman ... KFS
Make People Like You—Lelord Kordel .. SPE
Male Bag—Elaine Taylor Gordon .. ... NE
Man to Man—Bill Thomas ... GFC
Man's World—Everett Mattlin ... CTN
Mandrake The Magician—Lee Falk and Fred Fredericks ...KFS-RGB (d)-TSS (S)
Mankiewicz and Braden Report—Frank Mankiewicz & Top Braden ... LAT
Manny from Mars—Fred Treadgold ... BPS
March of Science—Alton Blakeslee ... APN
Marianne Means' Washington—Marianne Means ... KFS
Mark My Word—Jim Fiebig ... GFC
Mark Trail—Ed Dodd ... PHS
Mark Trail's Outdoor Tips—Ed Dodd ... PHS
Marmaduke—Brad Aderson and Dorothy Leeming ... NNS
Mary Haworth's Mail—Mary Haworth ... KFS-TSS
Mary Merryfield Column—Mary Merryfield ... CTN
Mary McGrory—Mary McGrory ... WSS
Mary Worth—Allen Saunders and Ken Ernst ... PHS-MIL-CWF-CDN
Mata Hari—J. D. McFarland ... MCF
Matters of Substance (Fillers)—T. Jerome Bishop ... BIS
Mauldin Editorial Cartoons—Bill Mauldin ... PHS-MIL-CDN
Max Learner Column—Max Lerner ... LAT
Maybe The Week Will Get Better—Elmer Muffwinkle ... CTN
McGrady Column—Mike McGrady ... NE
Medical Memos—H. L. Herschensohn, M.D. ... LAT
Medicare—Reamer Keller ... AD
Meditopics—T. Jerome Bishop ... BIS
Mel Martin Reports—Mel Martin ... MME
Memo To Caesar—Lenten Series—Ken Woodman ... HPS
Memory Quiz—Donald Saltz ... MEM
Men's Wear—Walter Logan ... UPI
Menus—Cecily Brownstone ... APN
Menus—Alice Peterson and Ella Elvin ... CTN
Menus—Mary Meads ... CTN
Merchandising Techniques—Arthur S. Green ... GRE
Messieurs Chateau & Briand—C. Green ... SPS
Mickey Finn—Lank Leonard ... MCN
Mickey Mouse—Walt Disney ... KFS-TSS
Milt Dunnell Sports Column—Milt Dunnell ... TSS
Military Affairs—Gen. Ira Eaker ... GFC
Military Analysis—Brig. Gen. S. L. A. Marshall ... LTWP
Mind Stretcher—J. Murgatroyd ... BPS
Mini-Parade—Jeanette Ver Meulen ... CIT
Mini-Poster—Don Addis ... WCS
Minia Tours—Walter W. Hubbard ... HN
Minit Doodle—Louis Magila ... AF
Minute Mechanics—Ben Corey ... HAR
Miracle Gardening—P. Carbone ... BPS
Mirror of Your Mind—John Conwell ... KFS
Mirrors of Washington—Isabelle Shelton ... NANA-WNS
Miss Peach—Mel Lazarus ... PHS-MIL-CDN
Mister Breger—Dave Breger ... KFS
Moco—Morgensen and Cornelius ... LAT
Modern Almanac, The—Herb Daniels .. CTN
Modern Etiquette—Robert Lee ... WLG
Mohr About Fashion—Bert Mohr ... MOH
Mom's Lunch Box—Rose Irene Hammer ... HAM
Money Clips—Mort Reid ... NEA
$Money Talks$—Frank G. Spadone ... COI
Moonchildren—Ed Urbank ... SAW
Moon Messages For You—Cullen Moore ... CMS
Moon Mullins—Fred Johnson ... CTN
Moon Platoon—John R. Koch ... SPS
Moonshines—J. D. McFarland ... MCF
Moore About Adam & Eve—Cullen Moore ... CMS
Moose—Rob Weber ... KFS
Mopsy Cartoon—Gladys Parker ... MIL
Mopsy Page—Gladys Parker ... MIL
Morning Report—Abe Mellinkoff ... CHR
More For Your Money—Lawrence Galton ... MIL-WSS
Morrison Golf Articles—Alex J. Morrison ... TSS
Moscow Mail—Edmund Stevens ... CHR
Mostly About Dogs—Tom McNalley ... CTN
Mostly About People—Walt Schmidt ... OHF
Mostly Male—"Doc" Goodwin ... DF
Mother Hubbard's Cupboard—Louise Hubbard ... HN
Mother's Helper—Betsey Pearson ... CDN
Motion Picture Column—Charles Champlin ... LTWP
Motion Picture Column—James Meade and Dave McIntyre ... CNS
Motion Pictures—H. W. Holzer ... EPS
Motorcar Museum—Jack Bard ... RUS
Motor Talk—Stirling Moss ... BPS
Mountain Boys, The—Paul Webb ... CF
Movie Column—Vincent Canby ... NYT
Movie Review—Phil Kalker ... AEW
Mr. Abernathy—Ralston Jones and Frank Ridgeway ... KFS-TSS
Mr. Billopp—Francis F. Beirne ... FJM
Mr. Tweedy—Ned Riddle ... GFC
Mrs. Bee, The Working Wife—Howard Bougher ... AF
Mrs. Fitz—Frank Roberge ... KFS-TSS
Muggs & Skeeter—Wally Bishop ... KFS-CP
Murray Sports Column—Jim Murray ... LAT
Music—Paul Hume ... LTWP
Music Beat—Skitch Henderson ... GFC
Music Column—Martin Bernheimer ... LTWP
Music Informer—John Austin ... HIS
Music Whirl—Buddy Basch ... BAS
Music World—Delos Smith ... UPI
Mutt & Jeff—Al Smith ... BM
Mutual Funds—William A. Doyle ... UFS
My Answer—Billy Graham ... CTN
My New York—Mel Heimer ... KFS-CP

N

Nancy—Ernie Bushmiller ... UFS
Nason on Education—Dr. Leslie J. Nason ... APN
National Whirligig—Ernest Cuneo ... BM
Nature—Edward S. Thomas ... DF
Nature Stories—Thorton W. Burgess ... MIL-CDN
Naturebug—John Hazlett-Edward S. Thomas ... DF
Needlecraft Pattern Features—Alice Brooks and Laura Wheeler ... KFS
Neighbors—George Clark ... CTN
Nero Wolf—Rex Stout ... CF
New Jersey Subjects—Gar Schmitt ... EDI
New Products—Opan Crandall ... CNS
New Products—Ida Fried ... EPS
New You, A—Emily Wilkens ... KFS
New York Theatre Letter—John Chapman ... CTN
News Cartoons—Milt Morris ... APN
News Dispatches—Topics of Current Interest—Ray Cromley, Dick Kleiner; Leon Dennen, Gaynor Maddox, Bruce Biossat, Tom A. Cullen, Rosette Hargrove, Robert J. Cochnar, Tom Tiede, Roger Doughty, Boyd Lewis, Joan Crosby, Murray Olderman ... NEA
News Focus—Charles Bartlett ... PHS-MIL-CDN
News for the Wonderful World of Stamps—Gustav Detjen, Jr. ... DET
News of Broadway & Hollywood—Phil Kalker ... AEW
News Report From Washington—Edward H. Sims ... EC
Nip and Tuck—Fred Treadgold ... BPS
Nonsense (Name of State)—Dick Hyman HYM
Norton Mockridge Column—Norton Mockridge ... UFS
Notes On The News—Charles D. Pearson PEA
Nothing But The Truth—Russ Arnold ... SM
Now!—Gene Loyd ... RTS
Now See Here!—Bert Bacharach ... KFS
Nubbin—James Burnett and Geo. Crenshaw ... KFS-TSS

O

Oceanography—Frank Macomber ... CNS
Odd Bodkins—Dan O'Neill ... CHR
Odd Ditties, Odd Facts in Verse—Sterling Sherwin (ASCAP) ... GRR
Of All Places—Horace Suton ... PHS
Of Smith and Men—Jack Smith ... LTWP
Off The Beaten Track—Bernard Gelman GEL
Off the Record—Ed Reed ... RTS
Office Cat—Edgar A. Moss ... MOF
Office Hours—Cy Olson ... KFS-TSS
Old Home Town—Lee Stanley ... TSS
Oliphant Editorial Cartoon—Pat Oliphant ... LAT
Olympic Skiing For You—Robert Beattie ... NNS
On Hollywood—Harold Hefferman ... BM-NANA
On Stage—Leonard Starr ... CTN
On the Arts—Emily Genauer ... NE
On The House—Andrew C. Lang ... APN
On The Job—E. A. Butler ... CTN
On The Line—Bob Considine ... KFS
On The Right—William F. Buckley, Jr. ... KFS-MIL-WSS
On The Screen—Herbert G. Luft ... JTA
On The Town—Charles McHarry ... CTN
On The Wire—John J. Westley ... DIS
On This Day—Estey I. Reed ... SS
On Your Guard—Jack Lotto ... PRW
One Minute Sports Quiz—Edward H. Sims ... EC
Only In America—Harry Golden ... BM
Only Human—Sidney Fields ... CTN
Only The Newspaper—Chuck Stiles ... SM
Opportunities Unlimited—Roberta Flemming Roesch ... KFS-TSS
Ottawa Comment—Lubor Zink ... TTS
Ottawa Perspective—Anthony Westell ... TSS
Otto Sez—Frank Nickens ... HPS
Our Boarding House—James Branagan ... NEA
Our Man Hoppe—Art Hoppe ... CHR
Our Man in the Kitchen—Hyman Goldberg ... RTS
Our New Age—Athelstan Spilhaus & Gene Faucette ... PHS
Our Parish—Peg O'Connell ... NCW
Our Religions—Dr. Carlyle Adams ... RTS
Our Space Age—Otto S. Binder ... BM
Outdoor Guideposts—Fred Luks ... LUK
Outdoor Report—Ed. Hutchins ... DF
Outdoorsman—Perk Angwin ... DIC
Out of Orbit—Here Ficklen ... AVA
Out Our Way—Negley Cochran, Paul Gringle ... NEA

P

Panel Parcel—Today's Laugh—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Joe Zeis, Betty Swords, Frank Owen .. CTN
Panorama—David Schwartz ... JTA
Parade of Books—Clark Kinard ... KFS
Paragraphs—Carey Williams ... CDN
Parents and Children—Arnold Arnold .. NNS
Parents Ask—From The Gesell Institute of Child Development— Louise Bates Ames, Ph.D. ... PHS
Parent-Child—Dorothy Rose ... CTN
Parent Problems—Dr. Garry C. Myers ... KFS-CP-TSS
Parents Plus—Justin Manning ... FOU
Parents' World—Dr. Eve Jones ... BON
Paris Fashion Stories—Rosette Hargrove ... NEA
Past Sixty—Meg Hale ... HAL
Pat Buttram Sez—Pat Buttram ... EDW
Patches of Brier—Warren J. Brier, Ph.D. CIT
Pathway To Success Quizz—Jane Sherrod BPS
Patents—Stacy Jones ... NYT
Pat's Pointers Needlework—Pat Trexler ... PHS
Patterns—Iris Lane ... CSP
Patterson's People—Gene Patterson ... AF
Patrick—Mal Hancock ... MIL-WSS
Paul Harvey News—Paul Harvey ... GFC
Peanuts—Charles M. Schulz ... UFS
Pee Wee—S. M. Iger ... PF
Penny—Harry Haenigsen ... PHS-MIL-CDN
People and Problems—Martin J. Ross .. LAW
People Are Funny—Art Linkletter ... CF
Peoplets—Bord Stephens ... WHE
Perkins—John Miles ... RTS
Personal Finance—Hy Maldenberg ... NYT
Personal Health Service—Dr. William Brady ... NNS
Personal Pointers—T. Jerome Bishop ... BIS
Personal Tips to Teen-Agers—Dorothy Ricker ... RTS
Personalities Sketches—Nickolay Sabolotny ... TSS
Pet Doctor—Dr. A. W. Moller ... APN
Pet Notes—Dr. Lanier ... MCN
Petunia—Peg Bracken ... MIL-WSS
Phantom—Lee Falk and Seymour Barry ... KFS-RGB
Philatelic News—Gustav Detjen, Jr. ... DET
Phillip's Flock—Doc. Goodwin ... DF
Pilote Tempete—Henk Sprenger ... DWL
PIXies—Jack Wohl ... UFS
Play Like A Pro—Paul Trerillion ... NNS
Play With Us—R. Peloquin ... SOP
Pleasures of Food & Garden—Daniel V. Thompson ... THO
Poems—Edgar A. Guest ... MIL
Pogo—Walt Kelly ... PHS
Point Of View—Donald Freeman ... CNS
Point of View—Norma Gleason ... GLE
Points for Parents—Mary Bryson & Cathy Miller ... RTS
Points on Pets—Eloise Keeler ... CNS
Pointers and Patterns—Polly Cramer ... NEA
Poling Column—David Poling ... NEA
Politic-Kles—Pat Morain ... ALL
Political Cartoons—Giles and Lancaster ... RTS
Political Parade—David S. Broder ... LTWP
Politics & People—Thomas O'Neill ... FJM
Polly's Pointers—Polly Cramer ... NEA
Pony Tail—Lee Holley ... KFS-RGB
Popeye—Bud Sagendorf ... KFS
Pops—George Wolfe ... SM
Popular Records—William D. Laffler .. UPI
Portrait of a Athlete—Phil Kalker ... AEW
Portraits—John C. Metcalfe ... MIL-CDN
Ports Of Call—Edward H. Sims ... EC
Postcard—Stanton Delaplane ... CHR
Potomac Fever—Jack Wilson ... RTS
Pottsy—Jay Irving ... CTN
Power and Sail—Almon Lockabey ... GFC
Prayers for the 20th Century—Davis & Maley ... HEA
Premier—Sunday Cross Word Puzzle—Eugene Sheffer ... KFS-TSS
Prince Valiant—Hal Foster ... KFS-TSS
Prints Charming—James Muldowney ... SPS
Priscilla's Pop—Al Vermeer ... NEA
Pro-Files—Bob Sudyk, Lou Darvas ... KFS
Professor Phumble—Bill Yates KFS ..RGB
Professor Pi—V. T. Born ... DWL
Pro Power Index—Bob & Dick Dunkle, Jr. ... BM
Public Affairs—Gen. Thomas A. Lane ... CF
Public's Opinion, The—John Kraft ... NNS

Q

Queenie—Phil Interlandi ... KFS
Quick Quiz—John Langton ... GFC
Quickie Quiz—Irma Kaufman ... CIT
Quickies—Ken Reynolds ... REY
Quiz Hall—Wilton E. Hall ... HPS
Quizoons and Quoteoons—Bonnie Woolsey WOO
Quote—Acrostic—Charles Preston ... PHS
"Quote" & Unquote, humerous, capsule book reviews—Edwin T. Grandy ... GBR

R

Racing Photographs with News Captions—Ralph Morgan ... RMN
Radio-TV: An Objective Report—T. Jerome Bishop ... BIS
Radio-TV Day by Day—Cynthia Lowry .. APN
Radio-Television Week—Cynthia Lowry .. AF
Rafferty Column—Dr. Max Rafferty ... LAT
Rainespout—Sandy Raines ... RA
Ralph McGill Column—Ralph McGill .. PHS
Ramblin' Veeck—Bill Veeck ... MIL
Ray Carr Talks Cars—Daniel O'Connell ... CAF

Ray Wilson on Broadway—
Ray Wilson ..... NEW
Raymond Moley Column—Raymond Moley MIL
Read and Remember—W. L. Gordon ..... WLG-MS
Reader's Courtroom—Henry B. Rothblatt LL.D. ..... GFC
Real Estate—James Srodes ..... UPI
Record Review—Dina Dellale ..... EPS
Record Roundup—Bob Budler ..... CNS
Records and Tapes—Barney Glazer ..... TCN
Recordings—Peter W. Johnson ..... LTWP
Redeye—Gordon Bess ..... KFS
Red World, The—Mark Gayn ..... TSS
Reflections—Eric Hoffer ..... LED
Religion—Claire Cox ..... CNS
Religion Today—George Cornell ..... APN
Religion—Louis Cassels ..... UPI
Religious (Church) Series—J. C. Coleman ..... COL
Religious Drawings—Jack Hamm ..... SM
Religious Series Features—T. Jerome Bishop ..... BIS
Report from Europe—Arthur Vesey .... CTN
Report From Washington—
Walter Trohan ..... CTN
Report on the World of Women—
Helen Hennessy ..... NEA
Reppertee—Ralph Reppert ..... FJM
Reston Column—James Reston ..... NYT
Reviewing The New Movies—
Phil Kalker ..... AEW
Rex Morgan, M.D.—Dr. N. P. Dallis, Marvin Bradley and Frank Edington ..... PHS-MIL-CDN
Rhythm Section—Ralph J. Gleason .... CHR
Richard Speak Out—Maurice Richard .. SOP
Rick O'Shay—Stan Lynde ..... CTN
Riff McTic—Alex Crosby ..... EBS
Rip Kirby—John Prentice and Fred Dickenson ..... KFS-RGB
Rip Tide—Herron and Grandetti ..... CF
Rivets—George Sixta ..... PHS-MIL-CDN
Robert W. Chambers—Robert W. Chambers ..... MIL
Robin Malone—Bob Lubbers ..... NEA
Rod Chance—Stanley H. Brams, Howard Whims ..... CF
Rosettes—Elinor K. Rose ..... ROS
Round Up of World News—
David Horowitz ..... WUP
Rowan Column—Carl T. Rowan .. PHS-MIL
Roy Wilkins Column—Roy Wilkins .... RTS
Rural Delivery—Al Smith ..... SM
Rusk Column—Dr. Howard Rusk ..... NYT
Rx For Sick Marriages—
Dr. Connor G. Cole ..... CF
Ryatts, The—Jack Elrod ..... PHS
Ryskind Column—Morrie Ryskind ..... TNS

S

Sally Bananas—
Charles Barsotti ..... NE
Salute—Jerry T. Baulch ..... APN
Sam Says—Sam Siciliano ..... SAS
Sanders Editorial Cartoons—
William Sanders ..... PHS
Sandy—Jim & June Unwin ..... HPS
Saturday Review Book Service—
John Barkham ..... SAT
Saturday Review Music Service—
Irving Kolodin ..... SAT
Say It Straight!—
Victor Lasky ..... NANA-WNS
Scamp—Walt Disney ..... KFS
Scan Features—Rex Roper ..... RA
Science—Mary Jane Bergen ..... EPS
Science and Man—
Joshua Lederberg ..... LTWP
Science and Medicine—Bryant Evans ... CNS
Science and You—Joseph L. Myler ..... UPI
Science and You—
Dr. Leonard Rieffel ..... WBE-PHS
Science at Work—John Barbour ..... APN
Science Column—Walter Sullivan ..... NYT
Science News—Bryant Evans ..... CNS
Science For You—Bob Brown ..... GFC
Science In Focus—Tom Fennessy ..... DF
Science Newsfeatures—Alton Blakeslee, John Barbour and Frank Carey ..... APN
Scramble Steps—Charles J. Basche, Jr. BAS
Scrambler, The—Clarice Cinders ..... AB
Scrapcraft By Edna—
Edna & John Clapper ..... NNS
Secret Agent Corrigan—
Al Williamson & Archie Goodwin .... KFS
Security For You & Veterans Guide—
Martin E. Segal ..... APN
Seams To Me—Patricia Scott ..... CDN
Seems To Me—Al Block ..... AB
Selected Short Shorts—Alex & Jane Benchly ..... RA
Self-Analysis Quiz—Jane Sherrod Singer.. SM
Self-Help to Charm—
Harriet Carlson ..... HC
Sen. Goldwater Column—
Sen. Barry Goldwater ..... LAT
Senator Nichol—
Sen. John Nichol ..... TTS
Senator Soaper Says—Bill Vaughan ..... BM-NANA-WNS-MIL
Senior Forum—Paul Hightower ..... GFC
Senior View, The—Sam Siciliano ..... SAS
Serialization of Books of Current Interest; Current Titles available Request—Kurt Singer ..... BPS
Seventeen—Lansky ..... CTN
Sew Simple—Eunice Farmer ..... RTS
Sew What's New—Sandra Kelly ..... BM
Shape of The News—Edward P. Morgan.. NE
Shaping the Earth—Dr. A. A. Manten.. DWL
Sheinwold On Bridge—Alfred Sheinwold ..... GFC
Short Ribs—Frank O'Neal ..... NEA
Short Short Stories—Art Gates ..... GF
Showbeat—Dick Kleiner ..... NEA
Show Biz—color cartoon—
Flash Fairfield ..... NEA
Shows To Watch—(Television)—
Cecil Smith ..... LAT
Shulberg's Report—
Budd Shulberg ..... NE
Sid Ascher In New York Entertainment/Theatre—Sid Ascher ..... ASC
Side Glances—Gil Fox ..... NEA
Silky N' Vixen—Russ DeMarks ..... RUS
Silly Dillies—Bob Lagers ..... LED
Silver Lining—Rabbi Samuel Silver .... SAF
Silver On Sports—Jesse Silver ..... JTA
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... GFC
Ski Notes—
Nancy Greene ..... NNS
Ski Tips—Dick Simon ..... TSS
Ski Tips—Bob Beattie ..... NNS
Skiing—Nancy Greene ..... TTS
Skiing With Jean Claude Killy—
Jean Claude Killy ..... NNS
Skies Today, The—Bailey R. Frank .... FRA
Skillet Club for Men, The—
Frank Kohler ..... GFC
Small Fry Diary—N. E. Coan ..... COA
Small Society, The—Morrie Brickman .. KFS
Small World—Lou Grant ..... AD
Smidgens—Robert Cordray ..... NNS
Smilin' Jack—Zack Mosely ..... CTN
Smith Family, The—Mr. and Mrs. George Smith ..... MIL-WSS
Smitty—Walter Berndt ..... CTN
Smokey Stover—Bill Holman ..... CTN
Sneakers—Jeanne and Mary ..... KFS
Sniffy—George Fett ..... BM
So Goes The Nation—
Sen. Edmund S. Muskie ..... LED
Soccer Shots—Milt Miler ..... SA
Society in Florida—Bernard O'Brien .. OBR
Soft-Sell Sam—Marvin Myers ..... RTS
Soliloquy—Ric Hugo ..... PHS
Solunar Tables—Jacqueline Knight ..... RTS
Solve-A-Crime—A. A. Gordon ..... WLG-MS
Sondags Krumelurer—F. W. Koenig .... BPS
Sonny South—Al Courtson ..... SM
Sorel's News Service—Edward Sorel .. KFS
Sources of The Nile—Paul Williams ... SAW
Space Age Report—Frank Macomber .. CNS
Space I. Q.—William Weiser ..... CF
Sparks of Wisdom—Cedric Simms .. WLG-MS
Speaking Frankly—Mary McGrath ..... UFS
Speaking of The Law—
Earle & J. M. Harvey ..... ACC
Speaking of Your Health—
Lester Coleman ..... RGB-CP-KFS
Special Editorials (Birthdays, Anniversaries, etc.)—
Edward H. Sims ..... EC
Speed Douglas—Russ De Marks ..... RUS
Speed's Safety Slants—Russ De Marks .. RUS
Spooky—Bill Holman ..... CTN
Sporteaser—Eddie Germano ..... CF
Sport Doings—Phil Kalker ..... AEW
Sports Column—Ted Williams ..... MIL
Sports Column—Milton Gross ..... NANA
Sport Scene—Lee James ..... JL
Sportsman's Digest—Hal Sharp ..... GFC
Sports Before Your Eyes—
Harry S. Donen ..... DHS
Sports Cartoon—Murray Olderman ..... NEA
Sports Cartoons—Alan Mayer .. KFS-CP-TSS
Sports Column—Arthur Daley, Robert Lipsyte ..... NYT
Sports Columns—Jack Murphy, Paul Corcoran ..... CNS
Sports on Stamps—Milt Miller ..... SA
Sports Patrol—Steve Snider ..... UPI
Sports Postpaid—Milt Miller ..... JL
Sports Sputterings—
Walter L. Johns ..... KFS
Sport Shelf—Jeff Lee ..... JL
Sports Stories—Murray Olderman, Ira Berkow, Lee Muller, Marty Ralbovsky ..... NEA
Sports Today—Jimmy Cannon ..... KFS
Spotlight On Education—
Dr. Benjamin Fine ..... NANA-WNS
Spotlight On Education—Arthur S. Green GRE
Stamp & Coin News From America—
Julius Weiss ..... WEI
Stamps in the News—Syd Kronish ..... APN
Stamp News—Ernest Kehr ..... CDN
Stamp Nook—Ronald Anders ..... AB
Stapley On Cars—Ray Stapley ..... TTS
Star Gazer—Clay Pollen ..... MIL
Star Interviews—
Irene Firestone ..... RA
Star Stanzas—Allen Glasser ..... GLA
Stars Above—Sherman Walker ..... LAT
Stars & Fashion—Culen Moore ..... CMS
Stars and Lovers (Questions & Answers)—
Cullen Moore ..... CMS
State of Affairs—Clayton Fritchey ..... NE
Station Break—TV Comic Panel—
Geo. Lemont ..... NEA
Stay Alive Longer—Lelord Kordel ..... SPE
Stay Younger, Longer—Marylou McKenna MCN
Steers Sees—John Steers ..... UFS
Steve Canyon—Milton Caniff ..... KFS-PHS-MIL-CDN
Steve Roper—Wm. Overgard and Allen Saunders ..... PHS-MIL-CDN
Still At Large—Robert York ..... AF
Still Life—Jerry Robinson ..... CTN
Stirling Moss On Racing—
Stirling Moss ..... TTS
Stitchin' Time—
Joanne Schreiber, Judy Love ..... NEA
Stock Exchanges—Philip Greer ..... LTWP
Stoker The Broker—Henry Bothoff .... CF
Stop Killing Yourself—
Dr. Peter Steincrohn ..... MCN
Stories About Stamps—Doug Patrick .. RGB
Stories Behind Words—
William S. Penfield ..... PE
Strange As It Seems—Phyllis & Ernest Hix, Jr. ..... SAI
Strange World of Mr. Mum, The—
Irving Phillips ..... PHS
Strength For Today—Dr. Earl L. Douglas ..... CF
Strictly Business—
Dale McFeatters ..... PHS-MIL-CDN
Strictly Personal—
Sydney J. Harris ..... PHS-MIL-CDN
Styles—Louise Cook ..... APN
Success Vitamins—Justin Manning .... FOU
Successful Investing—
Roger E. Spear ..... GFC
Sue Burnett Dress Pattern—
Sue Burnett ..... NEA
Sugar and Spice—Bill Smiley ..... TTS
Sugar and Spice—Elinor K. Rose ..... AF
Sulzberger Column—C. L. Sulzberger .. NYT
Sum and Substance—Rev. John B. Sheerin, C.S.P. ..... NCW
Summer Hostess—Kay Marsh & Mary Ellen Pourchot ..... ENT
Sunday School Lesson—Dr. Earl L. Douglas ..... CF
Super Handyman—Al Carrell ..... KFS
Superman—Wayne Boring ..... MIL
Swingers The—Barbara Jones ..... AF
Swinging Set—Sylvie Reice ..... PHS

T

Taffy's Tips—Dolly Martin ..... MIL-CDN
Tales from the Great Book—
John Lehti ..... PHS-MIL-CDN
Tall Tales—Allan Jaffee ..... CDN
Tarkenton Says—Fran Tarkenton ..... NEA
Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Techtoons—Palof and Bixby ..... CP
Teen Age Mail—Dorothy Ricker ..... RTS
Teen Daly Mail—Sheila Daly ..... CTN
Teen Forum—Jean Adams ..... UFS
Teen Manners—Pat Davis ..... CNS
Teen Q & A—Pat Davis ..... CNS
Teen Scene—Ben Corey ..... HAR
Teenage Corner—Ellie & David Lavin.... TEE
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Ele & Walt Dulaney ..... BM
Teenage Tips—Jane Sherrod ..... BPS
Teenagers Say—Lester Rand ..... YR
Teenie Weenies—William Donahey ..... CTN
Teens on Wheels—Michael Lamm ..... APN
Television Columns—Jack Gould ..... NYT
Television Informer—John Austin ..... HIS
Television in Review—Rick DuBrow ... UPI
Television Week—Cynthia Lowry ..... APN
Tell Me Dorothy—Dorthy Crispo ..... DOR
Tell Me, Nurse—Phyllis C. Barrins, R.N. CIT
Tell Me Why—A. Leokum ..... MIL-WSS
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder .. CTN
Terse-Verse—A. C. Gordon ..... WLG-MS
Test Your Driving I.Q.—
Charles E. Hendrick ..... HIG
Test your Horse Sense—
Dr. George W. Crane ..... CTN
Test Your English—Carroll H. Jones .. RTS
The Aristocrats—Bob Kane ..... LED
The Battle and The Breeze—
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The Bible Says—T. Jerome Bishop ..... BIS
The Born Loser—Art Sansom ..... NEA
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The Daily Investor—
William A. Doyle ..... UFS
The Denis Warner Column—
Denis Warner ..... RTS
The Doctor Says—Medical Column—
Wayne G. Brandstadt, M.D. ..... NEA
The Dropouts—Howard Post ..... UFS
The Fantastic Foster Fenwick by Mel Hancock—Mal Hancock ..... WSS
The Fearless Spectator—Charles McCabe CHR
The 5¢ Cigar Outspoken Politics—
T. A. Nielsen ..... NIE
"The 52 Club"—Rooney W. Davis ..... QAS
The Gullivers—Mary Gauerke ..... WSS
The Hubert Humphrey Column—
Hubert H. Humphrey ..... RTS
The Human Side of Investing—
G. L. Ludeke ..... BEL
The Indoor Artist—
Don Stacy ..... RTS
The Justice Said—M. R. Williams ..... LAT
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The Legal Way—Edward Demson ..... CNS
The Lighter Side—Dick West ..... UPI
The Literary Scene—Allan Pryce-Jones ..... NE
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The Master's Touch—
George Master ..... CTN
The Money Tree—Milton Moskowitz ... CHR
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Morrie Ryskind ..... WSS
The Music World—Delos Smith ..... UPI
The Needle—Harold Coffin ..... APN
The News in a Word—S. V. Baum & W. J. Laubenstein, Jr. ..... QUI
The Old Redhead—Red Barber ..... CF
The Other Side—
James A. Pike ..... DDS
The Phillip Wagner Column—
Phillip Wagner ..... WAG
The Power of Faith—
Woodi Ishmael ..... APN
The Red World—Mark Gayn ..... TSS
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"the small society"—Morrie Brickman.. KFS
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Ron Fimrite ..... CHR
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Basil Woon ..... FED
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Lillian Hughes ..... EC
The World of Stamps—
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The World of Stars—
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Mary Anne Guitar ..... DDS
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Theatre—Martin Gottfried ..... FA
Theatre—Walter Kerr ..... NYT
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Harry Shorten ..... UFS
These Days—John Chamberlin ..... KFS
They Had a Dream—
George Reasons & Sam Patrick ..... LAT
They Said That It Couldn't Be Done—
T. Jerome Bishop ..... BIS
They'll Do It Everytime—
Bob Dunn and Al Scaduto ..... KFS-RGB
Thimble Theatre Starring Popeye—
Bud Sagendorf ..... RGB (d)-TSS (S)
Things To Do This Weekend—
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This Day in Sports—Lenny Hollreiser ..... CTN
This is Sport?—Court Alderson ..... SM
This Morning—Shirley Povich ..... LTWP
This Week in Astrology—
Carl Payne Tobey & Ted De Grazia ..... NEA
This World of Ours—Richard F. Pattee ..... NCW
Those Were The Days—Art Beeman ..... SM
Three Meals A Day—Helen Gagen ..... TTS
Three Minutes A Day—James Keller .. MCN
Thrifty Nifty—Helen Robertson and Mary Dunn ..... GFC
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Doug Wright ..... TTS
Tiede Column—Tom Tiede ..... NEA
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Rev. James T. McHugh ..... NCW
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Time Out—Jeff Keats ..... PHS-MIL-CDN
Tips—Ken Reynolds ..... REY
Tips For Trips—Rosellen Callahan ..... EES
Tips From The Tour—Arnold Palmer... NNS
Tips From Twiggy—Twiggy ..... NNS
Tizzy—Kate Osann ..... NEA
To Be Equal—Whitney M. Young, Jr... NAT
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Hoyt Alden ..... MIL-WSS
To The Point—Russell Kirk ..... GFC
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Today's Chuckle—Thomas Collins ..... GFC
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Today's Index—Dick Peeples ..... AF
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Today's Medicine—
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Today's Recipe—Philomena Corradeno .. PHI
Today's Sports Parade—Milton Richman. UPI
Today's Talk—George Matthew Adams ..... MIL-WSS

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Today's Teens—Lester Rand ..... YR
Today's Women—Joy Miller ..... APN
Tom Trick—Mary Goss,
Frank Renlie ..... NEA
Tomorrow's Bridge-Today—
William Seamon ..... RTS
Top Records of Week—Nancy Gilbert .. APN
Total Woman—
Jean Adams ..... UFS
Trade Winds—Lou Schneider ..... NANA
Trade Winds—
Lou Schneider ..... BM
Travel—R. G. King ..... MAG
Travel—Margaret Williams ..... EPS
Travel—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—
Robbie Patrick ..... OBR
Travel Column—Richard Joseph ..... CTN
Travel Column—Jerry Hulse ..... LTWP
Travel Column—
Marie Mattson ..... MAT
Travel Informer—Julian Osberg ..... HIS
Travel Time—Ned Walters ..... ICS
Travel Topics—Murray Brown ..... UPI
Traveler's Clearing House—
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Treasury of Classic Tales—
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Trials and Tribulations (Legal)—
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Trixie the Trade—Dick Ericson ..... SM
Trudy—Jerry Marcus ..... KFS-RGB
True Life Adventures—
Walt Disney ..... KFS-TSS
Truth for Today: Let's Ask The Bible—
A. G. van Campen ..... GLS
Try and Stop Me—Bennett Cerf ... KFS-CP
Tumbleweeds—Tom K. Ryan ..... RTS
Turning Point—Max Christensen ..... CS
T.V. Cameo—Ed Misurell ..... CP
TV Closeups—Marilyn Beck ..... BM
TV Commentary—Mrs. Hugo S. Sims ..... EC
TV From A Woman's Viewpoint—
Marcia Michels ..... AMF
TV Front, The—Richard K. Doan ..... CDN
TV Interviews—
Mimi Mead ..... BM
TV Key Features, Mailbag, Previews—
Stephen H. Scheuer ..... KFS
TV Laffs—Cliff Rogerson ..... BM
TV Notebook—Joan Crosby ..... NEA
TV Personalities—Frank Langley,
Stan Maays ..... NEA
TV Profile—Vernon Scott ..... UPI
TV-Radio—Jack Gaver ..... UPI
TV & Radio—Laurence Laurent ..... LTWP
TV-Radio Reviews—Clay Cowrans ..... CTN
TV Starscramble—
Leo White ..... CF
TV Tee-Hees—Henry Scarpelli ..... GFC
Two Minute Mystery—Donald J. Sobol ... TM

U

U-Bild-It—Steve Ellingson ..... UB-MS
U-Bild Enterprises—Steve Ellingson ..... DF
U-Bild Patterns—Steve Ellingson ..... AD
Uluschak—
Edward Uluschak ..... MIA
Uncle Charlie—Peter Laing ..... MIL-WSS
Uncle Ray's Column—
Ramon Coffman ..... PHS-MIL-CDN
Uncle Remus—Walt Disney ..... KFS
Under Twenty—Kurt Lassen ..... CF
Unknown in History, The—
Thourot Pichel ..... CN
U. S. Constitution—
Porter B. Williamson ..... TRA
Up Anchor—
Kreigh Collins ..... NEA
U.S. Wide Quiz—Dan Williams ..... CF

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Varieties and Vistas (U.S.A. & L.A.)—
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Varmint—Bob Knorr ..... RWK
Vaughan at Large—
Bill Vaughn ..... BM
Versus—Jack Wohl ..... KFS
Video—Everyday—
Frances M. Knox ..... DIC
Video—Everyweek—Frances M. Knox ... DIC
Video Vignettes—Marcia Michels ..... AMF
View—Frances M. Knox ..... DIC
Viewing TV—Cecil Smith ..... LAT
Views of Sport—W. W.
"Red" Smith..... PHS-MIL-CDN
Village Square—Chuck Stiles ..... SM
Vincent Price On Art—Vincent Price ... CTN
Vintage Years, The—R. O. Beckman .... CF
VIP—Mavine Cheshire ..... LTWP
Virginia Payette—
Virginia Payette ..... UFS
Voice of Broadway—
Jack O'Brian ..... KFS
Vogue Fashions—Illman ..... CTN

W

Wallmeyer Cartoons—
Dick Wallmeyer ..... RTS
Ward To The Wise—Gene Ward ..... CTN
Washington—Vera Glaser ..... WNS
Washington Beat—
Leslie Carpenter ..... PHS
Washington Calling—
Marquis Childs ..... UFS
Washington Closeup—Dana Bullen,
Orr Kelly, Judith Randall,
Frank Getlein, Paul Hope ..... MIL-WSS
Washington Column—Bruce Bissat,
Ray Cromley ..... NEA
Washington Insight—Joseph Kraft PHS-MIL
Washington Merry-Go-Round—Drew
Pearson and Jack Anderson ..... BM
Washington Notes—
Lillian Hughes ..... EC
Washington Scrapbook—Walter Trohan CTN
Washington Science Report—
William Hines ..... PHS
Watch You P's and Q's—Harriet Dunbar DUN
Wayout—Ken Muse ..... MCN
Webster Cartoons H. T.—H. T. Webster SM
We Like This Plan Because—
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Wee Pals—Morrie Turner ..... RTS
Wee Women—Jim Whiting ..... GFC
Weeders Guide—Earl Aaronson ..... APN
Week In Liturgy, The—
Rev. Paschal Boland, O.S.B. ..... NCW
Week In Finance—Thomas Mulaney ... NYT
Weekend Bible Quiz—
Lavina Ross Fowler ..... NNS
Weekly Financial—Phil Thomas ..... AP
Weekly Grain Review—Edmund De Moch .. AP
Weekly Mediation—Colin Douglas .. WLG-MS
Weekly Metals Review—Jack Leffer ..... AP
Weekly Political cartoon for State of
Illinois only—Arthur A. Henrikson .. HEN
Weekly Political Cartoons for State of
TEXAS only—Herc Ficklen ..... AVA
Weekly Sunday School Lesson and
Bible Strip—Alfred J. Buescher.. KFS-TSS
Weekly Sunday School lesson and Bible Strip
—Alfred J. Buescher and R. H. Ramsey CP
What About Retirement—
Frank Corrick ..... CNS
What Life Has Taught Me—
Kurt Singer ..... BPS
What Do You Know—
Dr. Sabina Connolly ..... RGB
What Kind of World—Dr. Robert
Maynard Hutchins ..... LAT
What Next Fashion Interviews—
Paul Hamlin ..... SPS
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T. Jerome Bishop ..... BIS
What Young People Think—
Nancy Gilbert ..... APN
What's Best For Your Child?—
Dr. David Goodman ..... BM
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Robert Lasky ..... AEW
What's New in Foods?—
Phyllis Lasky ..... AEW
What's New in Sports—Phil Kalker ..... AEW
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Ethel Burge ..... BUR
What's Your Problem?—
Linda Lawrence ..... RFS
What's Your Problem?—
Bernard C. Meltzer ..... PHS
Wheeling It—Bob Cochnar, ... NEA
Where Do You Come From—John R.
Koch ..... SPS
Where in The World—John I Dugan ... UPS
Who Knows? The Answers—
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Why Grow Old—
Josephine Lownan ..... RTS
Who Am I?—Clarice Erwin ..... AR
Who Is Who—Tom Cybulski ..... DF
Why Me?—William Gargan ..... DDS
Why We Say—Bob Morgan and
Pete Hoffman ..... GFC
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Wicks Goes Visiting—
Ben Wicks ..... TTS
Wicks Goes Visiting—
Ben Wicks ..... LAT
Widener Column—Alice Widener ..... USA
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Wilkins Column,—Roy Wilkins ..... RTS
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William S. White ..... UFS
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Will O. Creek, Jr. ..... WCS
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Winky Ryatt—Jack Elrod ..... PHS
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Winning Contract—Howard Schenken
and Richard Frey ..... BM
Winthrop—Dick Cavalli ..... NEA
Wishing Well—William Miller ....KFS-RGB
Wisdom in the Street—Charles Rehns ... REH
With Sgt. Mike—Mike Hodgson ..... PHS
Wizard Of ID—Brant Parker &
Johnny Hart ..... PHS-MIL
Women's Angle—Betty Roberts ..... ICS
Woman's New York—Alice Hughes ..... TSS
Women's View—Gay Pauley ..... UPI
Woman to Woman—Patricia McCormack UPI
Women Now—Dorothy Roe ..... CTN
Women's Page Features—Rosette Hargrove,
Helen Hennessy, Gaynor Maddox,
Aileen Claire, Polly Cramer, Betty
Canary, Judy Love, Joanne Schreiber,
Joyce Gabriel ..... NEA
Wonderful World of Animals—Dr. Frank
Miller, D.V.R., Hubert Buel, Artist .. CHR
Wonders of Nature—Dr. A. A. Manten DWL
Wonders of the Universe—
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Word-A-Day—
Mickey Bach ..... PHS-MIL-CDN
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Morris ..... MIL
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William & Mary Morris ..... LAT
Working Girl's Notebook—
Marion Odmark ..... CTN
World Affairs—Vice Adm.
Ruthven E. Libby ..... CNS
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World of Hockey—
Bobby Orr ..... TSS
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Write In—Cecelia
Norma Gleason ..... GLE

Y

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Yardley Jones—Yardley Jones ..... TTS
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G. Higgins ..... NCW
Years of Fulfillment—Henrietta Kish .. WNS
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You and Your Car—
Don McDonald ..... RTS
You and Your Child—Joan Beck ..... CTN
You Can Do It—Alfred De Ciccio ..... CTN
You and Your Home—Barbara
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Young Hobby Club—Cappy
Dick ..... PHS-MIL-CDN
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Meyer Eldred ..... RTS
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Churchill ..... NNS
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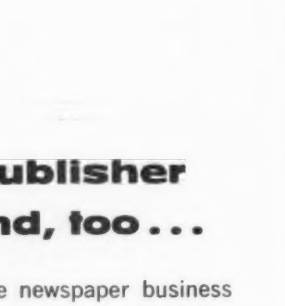

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Andriola, Alfred—Kerry Drake .... PHS-MIL-CDN
Andy—Ask Andy .... CHR
Angwin, Perk—Outdoorsman .... DIC
Anthony, Noel—Continental Diary .... NANA-WNS
Arnold, Arnold—Parents and Children .. NNS
Arnold, Henri & Bob Lee—Jumble—That Scrambled Word Game .... CTN
Arnold, Henri & Bob Lee—Junior Jumble .... CTN
Arnold, Russ—Nothing But the Truth SM
Arquette, Cliff—Charley Weaver Says ... CF
Arriola, Gus—Gordo .... UFS
Ascher, Sid—Sid Ascher in New York Entertainment/Theatre .... ASC
Asher, Jim & Phil Evans—Diplomatic Pooch .... COO
Ashley, Anne—How Can I??? .... WLG
Atherton, Robert, Pattman Gourmania Guide .... SPS
Austin, John—Books-of-The-Week .... HIS
Austin, John—Hollywood Informer .... HIS
Austin, John—Hollywood Feature Service .... HIS
Austin, John—Music Informer .... HIS
Austin, John—Television Informer .... HIS
Auth, Tony—Auth Editorial Cartoons .... NE
Auth, Tony—Auth Editorial Cartoons .. SAW

B

Bach, Mickey—Word-A-Day .. PHS-MIL-CDN
Bachrach, Bert—Now See Hear .... KFS
Badajos, Ed—Badajos, Editorial Cartoons .... SAW
Bailey, Rev. A. Purnell—Bread of Life .... GFC
Bailey, Bruce—How Does It Work ...... CF
Baker, Russell—Baker Column .... NYT
Bald, Ken—Dr. Kildare .... KFS
Balding, Al—Golf Made Easy .... TSS
Barber, Red—The Old Redhead .... CF
Barbour, John—Science at Work ...... APN
Barbour, John, Alton Blakeslee, Frank Carey—Science News Features ...... APN
Bard, Jack—Motor car Museum .... RUS
Bard, Jack—Wild West Capers .... RUS
Barker, Eddie—Eddie Barker's World .... MCN
Barkham, John—Saturday Review Book Service .... SAT
Barnes, Barbara, Ed Lehman—You and Your Home .... RTS
Barnes, Bob—The Better Half .... RTS
Barnes, Bob—Laff of the Week CSF-CIL-CSP
Barrett, Cyrus, Jr.—Cy Barrett Says .. NNS
Barrins, Phyilis C., R. N.—Tell Me, Nurse .... CIT
Barsotti, Charles—Sally Bananas .... NE
Bartlett, Charles—News Focus .... PHS-MIL-CDN
Barry, Dan, Mac Raboy Flash Gordon .... KFS-RGB
Barry, Seymour, Lee Falk—Planton, The .... KFS-RGB
Bartells, Ray—The Word's the Thing .... OHF
Basch, Buddy—Entertainment Whirl ... BAS
Basch, Buddy—Music Whirl .... BAS
Basch, Charles J., Jr.—Scramble Steps .. BAS
Batteile, Phylis—Assignment: America .... KFS
Bauer, Dr. Wm.—Health For Today ..... CF
Baulch, Jerry T.—Salute .... APN
Baum, Herman—House Doctor .... RTS
Baum S. V. & W. J. Laubenstein—The News in a Word .... QUI
Beale, Betty—Betty Beale's Washington Letter .... PHS
Beard, Frank—Golf Series .... NEA
Beattie, Bob—Ski Tips .... NNS
Beattie, Robert—Olympic Skiing For You .... NNS
Beck, Joan—You and Your Child ..... CTN
Beck, Marilyn—TV Close Ups .... BM
Becker, B. Jay—Contract Bridge .... KFS-CP-TSS
Beckman, R. O.—TheVintage Years ...... CF
Bee, N.—Cartoon .... JTA
Beeman, Art—Those Were The Days ..... SM
Beirne, Francis F.—Mr. Billopp ...... FJM
Benchly, Alex & Jane—Selected Short Shorts .... RA
Bennett—Try and Stop Me .... KFS
Benson, Dr. George S.—Listen Americans .... NEP
Benson, George S., Dr.—Looking Ahead NEP
Bentley, Helen—Around the Waterfront .... FJM
Bergen, Mary Jane—Science .... EPS
Berkow, Ira, Berkow Sports Column .... NEA
Berkow, Ira—Football Series .... NEA
Berkow, Ira, Lee Mueller, Marty Ralbovsky, Murray Olderman—Sports Stories .... NEA
Berndt, Walter—Smitty .... CTN
Bernhardt, Glenn—Living .... SM
Berrill, Jack—Gil Thorp .... CTN
Berliner, Louis—Ask Me .... DF
Bernheimer, Martin—Music Column ... LTWP
Berry, Jim—Berry's World .... NEA
Bertrand, Solange—Beauty and You .... BM
Bess, Gordon—Redeye .... KFS
Bilko—Car Crazy .... BPS
Binder, Otto S.—Our Space Age .... BM
Biossat, Bruce; Robert J. Cochnar; Ray Cromley; Dick Kleiner; Leon Dennen; Rosette Hargrove; Gaynor Maddox; Tom A. Cullen; Bill McCormick; Boyd Lewis; Joan Crosby, Roger Doughty—New Dispatches on Topics of Current Interest .... NEA
Biossat, Bruce, Ray Cromley—Washington Column .... NEA
Biossat, Bruce—Background Stories .... NEA
Birmingham, Lloyd—Handy Family .... GFC-CSF-MIL
Birmingham, Lloyd—Helen Homemaker .... CF
Bishop, Barry—Latin American Column CTN
Bishop, Gerry—Architects Home Designs .... BM
Bishop, Jim—Jim Bishop, Reporter KFS-TSS
Bishop, T. Jerome—In Orbit .... BIS
Bishop, T. Jerome—Matters of Substance BIS
Bishop, T. Jerome—Editor's Associate, .. BIS
Bishop, T. Jerome—Books I Have Read BIS
Bishop, T. Jerome—GI Memories ...... BIS
Bishop, T. Jerome—Radio-TV .... BIS
Bishop, T. Jerome—Religious Series Features .... BIS
Bishop, T. Jerome—Historical Series Features .... BIS
Bishop, T. Jerome—Do You Know? .... BIS
Bishop, T. Jerome—A Christian Thinks BIS
Bishop, T. Jerome—Deeds to Admire .... BIS
Bishop, T. Jerome—The Bible Says .... BIS
Bishop, T. Jerome—They Said That It Couldn't Be Done .... BIS
Bishop, T. Jerome—What Would You Do . . . If . . . ?........ BIS
Bishop, T. Jerome—Auto-Kno .... BIS
Bishop, T. Jerome—Meditopics .... BIS
Bishop, T. Jerome—Personal Pointers .. BIS
Bishop, Wally—Muggs & Skeeter .... KFS-CP
Bixby and Palof—Techtoons .... CP
Blake, Bud—Tiger .... KFS-TSS
Blake, Doris—Blake Heart to Heart Talks .... CTN
Blakeslee, Alton—Focus on Health .... APN
Blakeslee, Alton—March of Science .... APN
Blakeslee, Alton, John Barbour and Frank Carey—Science Newsfeatures .... APN
Blinn, Johna—Celebrity Cookbook ...... NE
Block, Al—Seems To Me .... AB
Block, Herbert L.—Herblock Editorial Cartoons .... PHS
Blummer, Jon—Enjoying Art .... ASC
Blummer, Richard—Jest A. Minute .... ASC
Bohannan, John—You're the Skipper .... PHS-MIL-CDN
Boland, Rev. Paschal, O.S.B.—Week In Liturgy .... NCW
Bolle, Frank—Debbie Deere .... MCN
Bollen, Roger—Animal Crackers .... NNS
Bollen, Roger—Funny Business .... NEA
Boltinoff, Henry—Stoker The Broker .... CF
Bombeck, Erma—At Wit's End .... NE
Bombeck Johna—Celebrity Cookbook .... NE
Bonsavage, Stephanie—Traveler's Clearing House .... CF
Boring, Wayne—Superman .... MIL
Borgstedt, Douglas—Borgstedt Editorial Cartoons .... KFS
Born, V. T.—Professor Pi .... DWL
Bottel, Helen—Helen Help Us ..KFS-RGB
Bottel, Helen—Youth Asked For It .... KFS
Boughner, Howard—Mrs. Bee, The Working Wife .... AF
Bourpaily, Monte F.—Everyday Editorials .... GLS
Bowman, Bob—Flashback on Canada .. TSS
Boyd, L. M.—Checking Up .... CTN
Boyle, Hal—Boyle's Column .... APN
Brace, Irving A.—Camera College ..... BRA
Brace, Irvine—Let's Take Pictures .... MIL
Bracken, Peg—Petunia ....MIL-WSS
Braden, Top & Frank Mankiewics—Mankiewics & Braden Report .... LAT
Bradford, Aurilla—House News .... ASA
Bradford Barbar Taylor—Interior Motifs NE
Bradford Barbara Taylor—Designing Woman .... NE
Bradley, Marvin; Frank Eddington and Dr. N. P. Dallis—Rex Morgan, M.D. .... PHS-MIL-CDN
Bradshaw, John—Bradshaw's Gardening .... TTS
Brandstadt, Wayne, G., M.D.—The Doctor Says .... NEA
Brandstadt. Wayne G., M.D.—The Well Child .... NEA
Bradley, Van Allen—Gold In Your Attic .... GFC
Brady, Dr. William—Personal Health Service .... NNS
Braggiotti, Rama—Hector The Director LED
Brams, Stanley H., Howard Whims—Red Chance .... CF
Branagan, James—Our Boarding House .... NEA
Brann, Don—Ea[illegible] .... GFC
Braun, Don—Easi-Bild .... TSS
Breger, Dave—Mister Breger ...... KFS-RGB
Brenner, Bernard—On The Farm Front.. UPI
Bresciani, Andrea, Robert Raymond, Stuart Butler, Ph.D.—Frontiers of Science.. LAT
Brewster, Catherine—Beauty in the News .... WNS
Brickman, Morris—Small Society, The KFS
Brier, Royce—International Affairs..... CHR
Brier, Ph.D. Warren J.—Patches of Brief CIT
Brinkman, Grover—Grover Brinkman Features .... RA
Broder, David S.—Political Parade.... LTWP
Brooks Alice: Laura Wheeler—Needlecraft Pattern Features .... KFS
Brooks, Dick—The Jackson Twins ..... MCN
Brooks, Dorothea M.—Homes .... UPI
Brothers, Dr. Joyce—Ask Dr. Brothers.. BM
Brothers, Dr. Joyce—Dr. Joyce Brothers .... NANA-WNS
Broudhecker, John—Funsters .... AF
Brown, Bob—Science For You .... GFC
Brown, Dotie and Harry—Dottie Decorates .... GFC
Brown, Dudley A.—Animal Talk .... ANI
Brown, Murray—Travel Topics .... UPI
Brown, Vivian—Household Stories ..... APN
Brown, Vivian—Young Moderns........ APN
Brown, Vivian—Beauty .... APN
Brown, Vivian—Interior Decorating .... APN
Browne, Dik and Mort Walker—Hi and Lois .... KFS-RGB
Browning, Norma Lee, Hollywood Today .... CTN
Brownstone, Cecily—Food Stories ...... APN
Brownstone, Cecily—Menus .... APN
Bruh & Giuffre—Harvey .... MIL-WSS
Bruh, Len & Jim Whiting—Ad Libs .... GFC
Bryan, Lee, Ruhe Weiss—Have Fun ... BLA
Bryson, Mary & Cathy Miller Points For Parents .... RTS
Buchwald, Art—Art Buchwald Column LAT
Buckley, Jr., William F.—On The Right .... KFS-MIL-WSS
Budler, Bob—Record Roundup .... CNS
Buel, Hubert and Lew Little—Press Gremlins .... LE
Buel, Hubert, Artists, Dr. Frank Miller D.V.M. Wonderful World of Animals, ... CHR
Buescher, Alfred J.—Buescher Cartoons KFS
Buescher, Alfred—Weekly Sunday School Lesson and Bible Strip .. KFS-TSS
Buescher, Alfred and R. H. Ramsey—Weekly Sunday School Lesson and Bible Strip .... CP
Bullen, Dana, Orr Kelly, Judith Randall, Frank Getlein, Paul Hope—Washington Closeup .... WSS
Buresch, Joe E.—Dinah Mite ....JEB
Buresch, Joe E.—Fletcher the 4-H'r .. JEB
Burge, Ethel—Keeping Up With The World .... BUR
Burge, Ethel—What's Your Fashionscope? .... BUR
Burgess, Thornton W.—Nature Stories .... MIL-CDN
Burness, Tad—Auto Album .... RTS
Burnett, James & Geo. Crenshaw—Nubbin .... KFS-TSS
Burnett, Sue—Sue Burnett Dress Pattern .... NEA
Burroughs, Ben—Skteches .... GFC
Burroughs, Edgar Rice—Tarzan ...... UFS
Bushmiller, Ernie—Nancy .... UFS
Butler, E. A.—On The Job .... CTN
Butler, Stuart, Ph.D., Andrea Bresciana, Robert Raymond—Frontiers of Science LAT
Butler, Ron—Going Places .... GFC
Butterworth, Jenny & Pat Tourret—Tiffany Jones .... PHS
Buttram, Pat—Pat Buttram Sez ...... EDW

C

Cabot, Anne—Anne Cabot Neddlework Patterns .... NEA
Cady, Ernest—Book Reviews .... DF
Caen, Herb—It's News To Me ...... CHR
Cain, Charles—Automobile News ...... AP
Callahan, Rosellen—Tips For Trips .... EES
Camp-Kavanaugh-Fletcher—Bringing Up Father .... KFS
Campbell, Don G.—About Real Estate .... RTS
Campbell, Mary—In Record Time .... APN
Campbell, E. Simms—Cuties ... KFS-RGB
Camplin, Charles—Motion Picture Column .... LTWP
Canaday, John—Art Column .... NYT
Canary, Betty—Betty Canary's Column NEA
Canary, Betty—Women's Page Features NEA
Canby, Vincent—Movie Column .... NYT
Caniff, Milton—Steve Canyon .... KFS-PHS-MIL-CDN
Cannon Jimmy—Sports Today .... KFS
Cannon, Poppy—Fast Gourmet, The .... GFC
Capp, Al—Li'l Abner .... CTN
Carbone, P—Miracle Gardening .... BPS
Carbone, Dr. P.—Health Today .... BPS
Carey, Frank, Alton Blakeslee and John Barbour—Science News Features .... APN
Carper, Jean and Senator Warren G. Magnuson—Consumer Protection ...... CF
Carlson, Harriet—Across My Path ...... HC
Carlson, Harriet—Self-Help to Charm .. HC
Carmody, Kathleen—Arts of Leisure .... NCW
Carpenter, Leslie—Washington Beat .... PHS
Carrell, Al—Super Handyman .... KFS
Carroll, Harrison—Behind the Scenes in Hollywood .... TSS
Carroll, Les—Life With the Rimples .. NEA
Carroll, Les—Babe n' Horace .... NEA
Carter, Lynn—Beauty at Home ... WLG-MS
Carter, Don, Marion Ladewig—• Bowling Tips .... NNS
Cartwright, Charles—Chuch Chuckles .... SM-CAR
Casper, Billy—Billy Casper Says ...... NNS
Cassels, Louis—Religion .... UPI
Cassini, Igor & Oleg—Cassini Carousel .... CF
Cathcart, Henry—Inside Washington .... KFS
Causey, Mike & Willard Clopton, Jr.—Federal Dairy .... LTWP
Cavalli, Dick—Your Sew Right .... SPS
Cavalli, Dick—Winthrop .... NEA
Cavanaugh, Dale—Your Sew Right .... SPS
Ceean—Astro-Guide .... PHS-MIL
Cerf, Bennett—Try and Stop Me .. KFS-CP
Chamberlain, John—These Days .... KFS
Chambers, Robert W.—Robert W. Chambers .... MIL
Champlin, Charles—Motion Picture Column .... LTWP
Chapman, John—New York Theatre Letter .... CTN
Chapman, John—Drama Review .... CTN
Chilton, J. E.—Coin Corner .... TTS
Chesire, Maxin—VIP .... LTWP
Childs, Marquis—Washington Calling .... UFS
Christensen, Max—Turning Point .... CS
Christy Marian—After a Fashion .... UFS
Chumy & Zoltan Forrai—Humor Without Words .... VAZ
Church, Ruth Ellen—Wine Column .... CTN
Churchill, Reba and Bonnie—Youth Parade .... NNS
Cinders, Clarice—The Scrambler .... AR
Claire, Aileen—Food For American Menus .... NEA

FEATURES BY AUTHORS

Claire Aileen—Women's Page Feature ... NEA
Clapper, Edna & John—Scrapcraft By Edna ... NNS
Clark, Doris—Dear Doris ... TTS
Clark, Frank—Country Parson ... BM
Clark, Frank—The Country Parson ... RTS
Clark, George—Neighbors ... CTN
Clause, Frank—Tenpins Tips ... GFC
Clift, John—City Editor's Tip Service GFC
Clopton, Willard Jr. & Mike Causey—Federal Dairy ... LTWP
Coan, N. E.—Small Fry Diary ... COA
Cobb, Hubbard—Fix It Yourself ... MIL-WSS
Cobb, Ron—Cobb Editorial Cartoons ... SAW
Coble, Bill—Lightning in the Desert .. HEA
Cochnar, Bob—Clothesmanship ... DNB
Cochnar, Robert—Background Stories .. NEA
Cochnar, Robert—News Dispatches On Topics of Current Interest ... NEA
Cochnar, Bob—Wheeling It ... NEA
Cochran, Nealey, Paul Grinsle—Out Our Way ... NEA
Coe, Richard L.—Drama ... LTWP
Coffin, Harold—The Needle ... APN
Coffman, Ramon—Uncle Ray's Column ... PHS-MIL-CDN
Cohn, Bob & Tom Shepard—Hystoria .. AD
Cole, Dr. Conner G.—Rx For Sick Marriages ... CF
Coleman, J. C.—Religious (Church) Service ... COL
Coleman, Lester—Speaking of Your Health ... RGB-CP-KFS
Collins, Kreigh—Kevin The Bold ... NEA
Collins, Kreigh—Up Anchor ... NEA
Collins, Thomas—Golden Years ... GFC-MIL
Collins, Thomas—Today's Chuckle ... GFC
Colvin, Melvin—Colvin's Commentary ... CF
Coltin, Wendell—It's Your Money ... GFC
Condon, Dave—In the Wake of the News ... CTN
Conners, Dorsey—Dorsey Conners (Hi! I'm Dorsey Conners) PHS-CWF-MIL
Connolly, Dr. Sabina—What Do You Know ... RGB
Conrad, Paul—Conrad Cartoons ... RTS
Considine, Bob—On the Line ... KFS
Constella—Horoscope ... CTN
Conwell, John—Mirror Of Your Mind .. KFS
Cook, Louise—Styles ... APN
Cooke, Tom, Phil Evans—Drift Marlo .. COO
Corcoran, Paul Jack Murphy—Space Age Report ... CNS
Cordray, Robert—Smidgens ... NNS
Corey, Ben—Let's Make ... HAR
Corey, Ben—Minute Mechanic ... HAR
Corey, Ben—Teen Scene ... HAR
Cork—Cork Cartoons ... BPS
Corky—Corky Editorial Cartoon ... LAT
Corley, Bill—Alphamatics Puzzle ... DF
Cornelius, Morgensen—Moco ... LAT
Cornell, George—Religion Today ... APN
Corrodeno, Philomena—Kitchen Talk .. PHI
Corradeno, Philomena—Today's Recipe PHI
Corrick, Frank—What about Retirement ... CNS
Cox, Claire—Religion ... CNS
Courtson, Al—Sonny South ... SM
Cowran, Clay—TV-Radio Reviews ... CTN
Craig, Eugene—Forever Female ... DF
Craig, Eugene & Doc Goodwin—Editorial Cartoons ... DF
Cramer, Polly—Polly's Pointers ... NEA
Cramer, Polly—Pointers and Patterns.. NEA
Cramer, Polly—Women's Page Feature ... NEA
Crandall, Opal—New Products ... CNS
Crane, Dr. George W.—Test Your Horse Sense ... CTN
Crane, Dr. George W.—The Worry Clinic ... HPS
Crane, Dr. George W.—The Worry Clinic ... MCN
Crane, Roy—Buz Sawyer ... KFS-TSS
Crawford, Bill—Editorial Cartoon ... NEA
Creed, George—It's Your Landscape ... PHS-MIL-CDN
Creek, Will O., Jr.,—Will's Weekend Almanac ... WCS
Crenshaw, Geo. & James Burnett—Nubbin ... KFS-TSS
Crispo, Dorothy—Tell Me, Dorothy ... DOR
Criswell, J. K.—Criswell Predicts ... CRP
Crockett, Gib—Editorial Cartoons ... WSS
Cromley, Ray—News Dispatches on Topics ... NEA
Cromley, Ray—Background Stories ... NEA
Cromley, Ray; Bruce Biossat—Washington Column ... NEA
Crook, William G., M.D.—Child Care .. GFC
Crosby, Alex—Riff McTic ... EBS
Crosby, Joan—News Dispatches on Topics of Current Interest ... NEA
Crosby, Joan, Dick Kleiner—Entertainment Features ... NEA
Crosby, Joan—TV Notebook ... NEA
Crosby, John—It's a Funny World ... NE
Crossley, Jim—For the Fun of It ... NEA
Crowe, H., D.. Fisher—Fisher-Crowe Report ... TTS
Crump, Joe—"Low Down" From the Congressional Record ... CRU
Cruse, Heloise—Hints From Heloise ... KFS-RGB
Cullen, Tom A.—Background Stories ... NEA
Cullen Tom A.—News Dispatches on Topics of Current Interest ... NEA
Cuneo, Ernest—National Whirligig ... BM
Cunniff, John—Today's Business Mirror .. AP
Curtis, Dr. Lindsay—For Women Only ... NNS
Curzon, Matt—Coloring College ... CTN
Cybulski, Tom—Who Is Who? ... DF

D

Dahl, Arlene—Let's Be Beautiful ... CTN
Dale, Fred—Gardening Column ... TSS
Daley, Arthur, Robert Lipsyte—Sports Column ... NYT
Daley, Adeline—Coffee Break ... CHR
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ... PHS-MIL-CDN
Dallis, Dr. N. P.; Marvin Bradley and Frank Edgington—Rex Morgan, M.D. ... PHS-MIL-CDN
Daly, Sheila—Advice to Teen-Agers ... CTN
Daly, Sheila, Teen Daly Mail ... CTN
Daly, John J., Jr.—Backdrop, The .. NCW
Dalzell, J. Ralph—Do It Yourself ... DAK
Dana, Bob—Dining with Dana ... NEW
Dana, Margaret—Before You Buy ... UFS
Dana, Margaret—Consumers Question Box ... UFS
Darvas, Lou and Bob Sudyk—Pro-Files .. KFS
Daugherty, George—Jest a Minute ... CTN
Daniels, Herb—Modern Almanac, The ... CTN
D'Arcy, Jeanne—Beauty Box ... KFS-RGB
Darcy, Tom—Darcy Editorial Cartoon ... NE
Davies, Stan—Boating ... TSS
Davies, Stan—Boating ... NNS
Davis, Pat—Teen Manners ... CNS
Davis, Pat—Teen Q & A ... CNS
Davis, Pat—Youth and its Fling ... CNS
Davis, Rooney W.—"The 52 Club" ... QAS
Davis & Maley—For Heaven's Sake ... HEA
Davis & Maley—Prayers for the 20th Century ... HEA
Davis Ruth—Your ESP ... HEA
Dear, Mrs. Cyrene, David R. Dear—Editorials Anonymous ... DPR
deSantis, Florence—Fashion League ... BM
de la Torre, William—Little Pedro ... LAT
Delaplane, Stan—Around The World With Delaplane ... CHR
Delaplane, Stan—"Postcard" ... CHR
Delight, Susan—Cooking Corner ... CNS
Dellale, Dina—Beauty Hints ... EPS
Dellale, Dina—Record Review ... EPS
Dellale, Dina—Fashion Features ... EPS
De Ciccio, Alfred—You Can Do It ... CTN
De Crane, Ray—Income Tax ... NEA
DeGrazia, Ted & Carl Payne Tobey—This Week In Astrology ... NEA
De Marks, Russ—Speed Douglas ... RUS
De Marks, Russ—Speed's Safety Slants .. RUS
De Marks, Russ—Silky N' Vixen ... RUS
De Moch—Weekly Grain Review ... AP
Demson, Edward—The Legal Way ... CNS
Denhoff, Alice—Denhoff Food Articles ... KFS-TSS
Dennen, Leon—Global View, The ... NEA
Dennen, Leon—Background Stories ... NEA
Dennen, Leon—News Dispatches on Topics of Current Interest ... NEA
de Toledano, Ralph—In Washington ... KFS
de Sarro, Rod—Panel Parcel—Today's Laugh ... CTN
de Sarro, Rodney—Count-Down! ... COM
Desfor, Irving—Camera News ... APN
Detjen, Gustav, Jr.—News for the Wonderful World of Stamps ... DET
Detjen, Gustav, Jr.—Philatelic News ... DET
Detjen, Gustav, Jr.—The World of Stamps ... DET
Dick, Cappy—Cappy Dick ... PHS-MIL-CDN
Dick, Cappy—Young Hobby Club ... PHS-MIL-CDN
Dickenson, Fred and John Prentice—Rip Kirby ... KFS-RGB
Dirks, John—The Captain and The Kids UFS
Dirksen, Sen. Everett M.—A Senator's Notebook ... LAT
Disney, Walt—Donald Duck ... KFS-TSS
Disney, Walt—Mickey Mouse ... KFS-TSS
Disney, Walt—Uncle Remus ... KFS
Disney, Walt—Scamp ... KFS-TSS
Disney, Walt—Treasury of Classic Tales ... KFS-TSS
Disney, Walt—True Life Adventures ... KFS-TSS
Ditzen, Walt—Fan Fare .. PHS-MIL-CDN
Dixon, Jeane—Jeane Dixon Horoscope .. NE
Doan, Richard K.—The TV Front ... CDN
Dodd, Ed—Mark Trail ... PHS
Dodd, Ed—Mark Trail's Outdoor Tips .. PHS
Week ... APN
Dodge, Fred—Fabric Doctor ... MM
Dodge, Fred—60 Second Sermons ... MM
Donahey, William—Teenie Weenies ... CTN
Donen, Harry S.—Business With Pleasure ... DHS
Donen, Harry S.—From Where I Sit .. DHS
Donen, Harry S.—Inside Humor ... DHS
Donen, Harry S.—Sports Before Your Eyes ... DHS
Doran, James T. & William M.—This Generation ... CTN
Dorr, Tom—Candy ... CSP-MIL
Doty, Roy—Laugh In ... CTN
Doughty, Roger—Background Stories .. NEA
Doughty, Roger—News Dispatches on Topics of Current Interest ... NEA
Douglas, Colin—Weekly Meditation. WLG-MS
Douglas, Don—Brain Twisters ... WLG-MS
Douglas, Don—Figurits ... WLG-MS
Douglas Dr. Earl L—Strength For Today ... CF
Douglas, Dr. Earl L.—Sunday School Lesson ... CF
Dowling, Dan—Dowling Editorial Cartoon ... PHS-MIL-CDN
Doyle, William A.—Mutual Funds ... UFS
Doyle, William A.—The Daily Investor ... UFS
Drake, Frances—Individual Horoscope ... KFS-RGB
Drake, Stan—The Heart of Juliet Jones ... KFS-TSS
Draper, Dorothy—Ask Dorothy Draper .. AD
Drogin, Marc—Drogin's Humor ... TSS
Drogin, Marc—Book Reviews ... TSS
du Bois, Ursula—Let's Knit ... AD
Drullinger, Betty—Aura of Grassroots .. HEA
Drummond, Roscoe—Drummond Column ... MIL-CDN
Drummond, Roscoe & Geoffrey Drummonds Column ... LAT
DuBrow, Rick—Television in Review .. UPI
Duchess—Duchess of Windsor ... SPS
Dugan, John L.—Where in The World . . . ?... UFS
Dulaney, Ele & Walt—Teenage Date-Line ... BM
Dunbar, Harriet—Watch Your P's and Q's ... DUN
Dunkel, Dick—Dick Dunkel's College Football Index ... DSR
Dunkel, Dick—Dick Dunkel's College Basketball Index ... DSR
Dunkel, Dick—Dunkel Sports Rating Service ... BM-MIL
Dunkel, Jr., Bob C Dick—Pro Power Index ... BM
Dunagin, Ralph—Like It Is ... PHS
Dunn, Mary & Helen Robertson—Thrifty Nifty ... GFC
Dunn, Bob & Hy Eisman—Little Iodine KFS
Dunn, Bob & Al Scadulo—They'll Do It Every Time ... KFS
Dunnell, Milt—Milt Dunnell Sports Column ... TSS
Durslag, Melvin—Durslag Sports Column ... KFS
Duvall, Evelyn and Sylvanus—Let's Explore Your Mind ... NNS

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Eaker, Gen. Ira—Military Affairs ... GFC
Eastman, Dave—Carmichael ... LAT
Edington, Frank; Marvin Bradley, and Dr. N. P. Dallis—Rex Morgan, M.D. ... PHS-MIL-CMF-CDN
Edman, Lou—Lou Edman Describes .. EDM
Edmonstone, Wayne—World of Religion .. TSS
Edwards, Willard—Capitol Views ... CTN
Edwina—Alec The Great ... MIL-WSS
Egerton, Kearney—Biff Buff ... LAT
Eisman, Hy & Bob Dunn—Little Iodine KFS
Eldred, Myrtle Meyer—Your Baby and Mine ... RTS
Ellingson, Steve—U-Bild-It ... UB-MS
Ellingson, Steve—U-Bild Enterprises ... DF
Ellingson, Steve—U-Bild Patterns ... AD
Elrod, Jack—Ryatts The ... PHS
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Elvin, Ella and Alice Peterson—Food... CTN
Elvin, Ella and Alice Peterson—Menus.. CTN
English, Sandal & Pritch—"Gourmet On A Budget" ... ENG
Ericson, Dick—Trixie the Trader ... SM
Ernst, Ken and Allen Saunders—Mary Worth ... PHS-MIL-CDN
Erwin, Clarice—Who Am I? ... AR
Esar, Evan—Comic Dictionary ... RTS
Estes, Hiawatha—We Like This Plan Because ... NPB
Evans, Bryant—Science News ... CNS
Evans, Phil, Tom Cooke—Drift Marlo .. COO
Evans, Phil & Jim Asher—Diplomatic Pooch ... COO
Evans, Rowland & Robert D. Novak—Inside Report ... PHS-MIL-CDN

F

Fairfax, Beatrice—Beatrice Fairfax ... RGB
Fairfield, Flash—Show Biz—color cartoon ... NEA
Falk, Lee and Fred Fredericks—Mandrake the Magician ... KFS-RGB-TSS
Falk, Lee and Seymour Barry—Phantom, The ... KFS-RGB
Familius, Medicus—The Weather and You LAT
Farmer, Eunice—Sew Simple ... RTS
Farrar, Margaret—Daily Crossword ... GFC
Faulkner, Dr. Frank—Child Health ... NE
Fawcette, Gene; Athelstan Spilhaus—Our New Age ... PHS
Feather, Leonard—Jazz Column ... LTWP
Feeley, Mary—Live Within Your Income APN
Feiffer, Jules—Feiffer ... PHS
Feinberg, Samuel—From Where I Sit.... FA
Fennessy, Tom—Science In Focus ... DF
Fertig, Lawrence—Lawrence Fertig ... CF
Fett, George—Sniffy ... BM
Ficklen, Herc—Key-peek ... LED
Ficklen, Herc—Lonely Heart ... AVA
Ficklen, Herc—Out of Orbit ... AVA
Ficklen, Herc—Weekly Political Cartoon for State of Texas only ... AVA
Fiebig, Jim—Mark My Words ... GFC
Fields, Sidney—Only Human ... CTN
Fimrite, Ron—The Sporting Tiger ... CHR
Fine, Dr. Benjamin—Spotlight on Education ... NANA-WNS
Fine, Dr. Benjamin—Your Education Forum ... NANA-WNS
Fine, Dr. Benjamin—How To Get Money For College ... BM
Finley, Art—Art's Gallery ... CHR
Finn, Ed—Labor Scene ... TSS
Firestone, Irene—Star Interviews ... RA
Fischer, Jo—From Nine to Fire ... PHS-CDN
Fischetti, John—Fischetti Cartoons ... PHS-MIL-CDN
Fisher, D., H. Crowe—Fisher-Crowe Report ... TTS
Fisher, Ham—Joe Palooka ... MCN
Fitch, Jack—Astro-Scram ... LED
Fix, Mr.—Do-It-Yourself ... NEA
Flanders, Charles and Paul Newman—Lone Ranger ... KFS
Flessel, Creig—David Crane ... PHS-CWF
Fletcher, Vivian—Conservation ... WPS
Fletcher, Kavanagh, Camp—Bringing Up Father ... KFS-RGB
Flint, Prof. J. D.—Brain Twizzlers, The NNS
Flowers, Don—Glamor Girls ... RGB
Foley, Alan—Air Hawk ... BPS
Folger, Franklin—The Girls .. PHS-MIL-CDN
Fonda Douw H.—AP Biographical advance obituary service ... AP
Formals, Henry—Freckles and His Friends ... NEA
Forrai, Zoltan and Chumy—Humor Without Words ... VAZ
Foster, Hal—Prince Valiant ... KFS-TSS
Fowler, Lavina Ross—The Bible, Can You Quote It? ... NNS
Fowler, Lavina Ross—Weekend Bible Quiz ... NNS
Fox, Gill—Side Glances ... NEA
Fox, Roy—Aggie ... CTN
Fox, Roy L.—Then—Now ... CTN
Fox, Rabbi Samuel—Jewish Quiz Box .. JTA
France, Harry C.—Investors' Forum .. GFC
Frances, Evan—Design For Living ... CF
Frank, Bailey R.—The Skies Today ... FRA
Fredericks, Fred and Lee Falk—Mandrake The Magician ... KFS-RGB-TSS
Freeman, Donald—Point of View ... CNS
French, April S.—Fun With Baby ... ASC
Frey, Richard and Howard Schenken—Wining Contract ... BM
Fried, Ida—Features ... EPS
Fried, Ida—Home ... EPS
Fried, Ida—New Products ... EPS
Friedman, Milton—Capital Spotlight .. JTA
Fritchie, Pete—Comment On Spots ... EC
Fritchey, Clayton—State of Affairs ... NE
Frye, William R.—World in Focus ... FRY
Frye, William R.—The U.S. Today ... FRY
Frye, William R.—Diplomatic Pouch .. FRY
Fullerton, D.H.—How To Invest Wisely TSS
Fullerton, Douglas H.—Finance ... TSS

G

Gabriel, Joyce—Women's Page Feature NEA
Gagen, Helen—Three Meals a Day ... TTS
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) PHS-MIL-CDN
Galton, Lawrence—More For Your Money ... MIL-WSS
Gardner, David C.—It Seems To Me ... GA
Gardner, Hy—Glad You Asked That! .. GA
Gardner, Hy—Hy Gardner Calling ... MIL-CDN
Gargan, William—Why Me? ... DDS
Gately, George—Hapless Harry ... CTN
Gates, Art—Short Short Stories ... GF
Gates, Art—Jennifer ... GF
Gauerke, Mary—Innocence Abroad ... WSS
Gauerke, Mary—The Gulivers ... WSS
Gauguin, Lorraine—Here's Hollywood ... CIT
Gaver, Jack—Broadway ... UPI
Gaver, Jack—TV-Radio ... UPI
Gayn, Mark—Red World, The ... TSS
Gayn, Mark—Asian Reports ... TSS
Gelman, Bernard—Off The Beaten Track GEL
Genauer, Emily—On the Arts ... NE
Gerard, Dave—Citizen Smith ... RTS
Germano, Eddie—Sporteaser ... CF
Getlein, Frank; Dana Bullen; Orr Kelly; Judith Randall; Paul Hope—Washington Closeup ... MIL-WSS
Getterman—Ginger ... UFS
Giaudoui, William—Hemisphere Report . CNS
Gibson, Mildred—Beauty In Orbit ... NNS
Gilbaugh, Dr. John W.—As I View It MOD
Gilbert, Nancy—What Young People Think ... APN
Gilbert, Nancy—Top Records of Week ... APN

Gilbert, Paul H.—Daffynitions ..... GFC
Giles & Lancaster—
Political Cartoons ..... RTS
Giuffre & Bruth—Harvey ..... MIL-WSS
Glaser, Vera—Washington ..... WNS
Glasser, Allen—Star Stanzas ..... GLA
Glasser, Allen—Giveaway Guide ..... GLA
Glazer, Barney—Barney Glazer In Hollywood ..... TCN
Glazer, Barney—Glazed Bits ..... TCN
Glazer, Barney—Hi Fi Equipment ..... TCN
Glazer, Barney—Records and Tapes ..... TCN
Glazer, Barney—Las Vegas/Reno/Tahoe . TCN
Gleason, Norma—Write In—Cecelia ... GLE
Gleason, Norma—Point of View ..... GLE
Gleason, Ralph J.—Rhythm Section .... CHR
Glover, William—Theatre ..... APN
Golden, Harry—Only In America ..... BM
Goldberg, Hyman—
Our Man In The Kitchen ..... RTS
Goldsmith, John and Robert S. Allen—
Inside Washington ..... PHS
Goldwater, Sen. Barry—
Sen. Goldwater Column ..... LAT
Goodman, Dr. David—What's Best For Your Child ..... BM
Goodwin, Archie, Al Williamson—
Secret Agent Corrigan ..... KFS
Goodwin, Doc & Eugene Craig—
Editorial Cartoons ..... DF
Goodwin, Doc—Phillip's Flock ..... DF
Goodwin, Doc.—Mostly Mule ..... DF
Gordon, A. C.—Crossword Puzzle .. WLG-MS
Gordon, A. C.—Fortune Teller ..... WLG
Gordon A. C.—Look and Learn .... WLG-MS
Gordon, A. C.—Solve-A-Crime .... WLG-MS
Gordon A. C.—Terse-Verse ..... WLG-MS
Gordon, W. L.—Lesson in English .. WLG-MS
Gordon, W. L.—Read and Remember WLG-MS
Gordon, Elaine Taylor—Male Bag ..... NE
Goren, Charles—Bridge ..... CTN
Goss, Mary, Frank Renlie—
Tom Trick ..... NEA-DNB
Gottfried, Martin—Theatre ..... FA
Gould, Chester—Dick Tracy ..... CTN
Gould, Jack—Television Column ..... NYT
Gould, Maurice M.—Coin Roundup ..... GFC
Graham, Alex—Fred Basset ..... PHS
Graham, Billy—My Answer ..... CTN
Graham, Sheilah—Hollywood Everywhere ..... NANA-WNS
Graham, Sheilah—Hollywood Everywhere ..... BM
Grandenetti and Herron—Rip Tide ..... CF
Grandy, Edwin T.—"Quote" & Unquote GBR
Grant, Lou—Grant Editorial Cartoon .. LAT
Grant, Lou—Small World ..... AD
Graver, Jack—Broadway ..... UPI
Gray, Bill—Youth ..... TTS
Green, C.—Messieurs Chateau & Briand SPS
Green, Arthur S.—Industrial Processes . GRE
Green, Arthur S.—
Merchandising Techniques ..... GRE
Green, Arthur S.—Spotlight on Education GRE
Green, Jan—Hey, Swingy ..... GFC
Green, Nancy—Ski Notes ..... NNS
Green, Nancy—Skiing ..... TSS
Green, T. R.—Fun and Games ..... BPS
Greer, Philip—Stock Exchanges ..... LTWP
Greer, Philip—The Stock Market ..... LTWP
Greenwood, Nat—Belvedere ..... AD
Gregory, Gene, Thomas Nuzum—
European Coverage ..... CNS
Gregory, Dick—Dick Gregory ..... ALL
Gringle, Paul, Negley Cochran ..... NEA
Gross, Ben—TV-Radio What's on? .... CTN
Gross, Milton—Sports Column ..... NANA
Gross, Milton L.—The Social Critic .... NFS
Grubert, Carl—
The Berrys ..... MIL-CWF-CDN-PHS
Grudel, Greta—A World of Style ..... GFC
Grunewald, George—In The News ..... CF
Guest, Edgar A.—Poetry ..... MIL-WSS
Guitar, Mary Anne—
The Young Marriage ..... DDS

H

Haber, Joyce—Joyce Haber Column ... LAT
Haenigsen, Harry—Penny PHS-CWF-MIL-CDN
Hagen, John Milton—I Am in Iambics GBR
Hagen, John Milton—The Shrewd Nude & Other Light Verse ..... GBR
Hagen, Milton—Lecherous, Licentious, Lascivious, Lyrics is not the title ... GBR
Hale, Meg—Past Sixty ..... HAL
Hall, A. Neely—Craft Patterns ..... CRA
Hall, Gerry—Travel ..... TSS
Hall, Grover C.—Grover C. Hall Column PHS
Hall-Otterburn, William—The World of Stars ..... CHR
Hall, Wilton E.—Quiz Hall ..... HPS
Halliday, Dean—Gardengraphs ..... KFS
Hamilton, Anita—Beauty Secrets of Stars ..... HLW
Hamilton, Raulhac—Federal Corner .... DF
Hamlin, Paul—What Next Fashion Interviews ..... SPS
Hamlin, V. T.—Alley Oop ..... NEA
Hamm, Jack—Religious Drawing ..... SM
Hammer, Rose Irene—Mom's Lunch Box HAM
Hammond, Dorothy—Antique Wise ..... CF
Hample, Stuart—Children's Letters to God ..... KFS
Haman, Harry—Louie ..... CTN-MIL
Hancock, Malcolm—Humphrey Hush ..... MIL
Hancock, Mal—Patrick ..... MIL-WSS
Hancock, Mal—The Fantastic Foster Fenwick ..... WSS
Hanna Barbera Productions—Yogi Bear ..... MCN
Hanna, Barbera Productions—The Flintstones ..... MCN
Hansen, Pete—Lolly ..... CTN
Haratine, Richard R.—Dateline: Harrisburg ..... WDS
Hargrove, Rosette and Helen Hennessy—
Fashion Stories ..... NEA
Hargrove, Rosette—Background Stories ..... NEA
Hargrove, Rosette—News Dispatches on Topics of Current Interest ..... NEA
Hargrove, Rosette—Paris Fashion Stories ..... NEA
Hargrove, Rosette—Women's Page Features ..... NEA
Harper, Dr. Howard V.—Days and Customs of All Faiths ..... GFC
Harper, Rev. Robert—Sunday's Sermon ..... CSF-MIL
Harrington, Michael—From The Left .. WSS
Harris, Ed—Down on The Farm ..... FOR
Harris, Jeanne—Easy Etiquette ..... RTS
Harris, Louis—Harris Survey ..... LAT
Harris—Louis Harris Survey ..... CTN
Harris, Sydney J.—Strictly Personal ..... PHS-MIL-CDN
Hart, Johnny—B.C. ..... PHS-MIL-CDN
Hart, Johnny & Brant Parker—
Wizard of Id ..... PHS-MIL
Hartung, Barbara—Home Decorating ... CNS
Harvey, Earle & J. M.—Speaking of the Law ..... ACC
Harvey, Paul—Paul Harvey News ..... GFC
Hasen, Irwin—Dondi ..... CTN
Hathaway, Sid—Looking Around ..... SM
Haworth, Mary—Mary Haworth's Mail ..... KFS-TSS
Haynie, Hugh—Haynie Editorial Cartoon ..... LAT
Hazlett, John—Edward S. Thomas—
Naturebug ..... DF
Head, Edith—Headlines ..... NE
Heffernan, Harold—On Hollywood ..... BM-NANA-WNS
Heimer, Mel—My New York ..... KFS-CP
Helle, Ray—The Flibbertys ..... CTN
Henderson, Skitch—Music Beat ..... GFC
Henderson, Tom—Panel Parcel-Today's Laugh ..... CTN
Hendrick, Charles E.—Test Your Driving I.QQ. ..... HIG
Hennessy, Helen—Women's Page Features ..... NEA
Hennessy, Helen; Rosette Hargrove—
Fashion Stories ..... NEA
Hennessy, Helen—Report on the World of Women ..... NEA
Henrikson, Arthur A.—Weekly Political cartoon for State of Illinois only .... HEN
Henry, Bill—By The Way ..... LTWP
Henry, Will—Ching Chow ..... CTN
Hergesell, Lillian—Cook's Corner ..... DF
Herron and Grandenetti—Rip Tide ..... CF
Herron and Norstrand—
Mat Masterson ..... CF
Herschensohn, M.D., H. L.—
Medical Memos ..... LAT
Hess, Erwin. L.—Good Old Days & Antique Fair ..... UFS
Hesse, Don—Editorial Cartoons ..... MCN
Higgins, Msgr. George C.—The Yardstick ..... NCW
Hightower, Paul—Senior Forum ..... GFC
Hines, P. T.—Fortune Finder ..... RGB
Hines, William—Washington Science Report ..... PHS
Hitchcock, Henrietta—Cats and Their Care ..... CF
Hite, Ray—Auto Facts and Features .. ECS
Hite, Ray—Let's Talk About Your Car .. ECS
Hix, Phillis & Ernest, Jr.—Strange As It Seems ..... SAI
Hodgson, Mike—With Sgt. Mike ..... PHS
Hoest, William P.—Lockhorns, The .... KFS
Hoff, Syd—Laugh It Off ..... KFS
Hoffer, Eric—Reflections ..... LED
Hoffman, Peter—Jeff Cobb ..... GFC
Hoffman, Pete and Bob Morgan—
Why We Say ..... GFC
Hogan, William—Book Reviews ..... CHR
Holber, Hans—Broadway Beat ..... EPS
Holland, Daniel; Joseph Parrish—
Editorial Cartoons ..... CTN
Holley, Lee—Ponytail ..... KFS-RGB
Hollreiser, Lenny—Looking Back In Sports ..... CTN
Hollreiser, Lenny—This Day in Sports .. CTN
Holm, John—Woody's World ..... NNS
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holmes, Lois—Lois Holmes Knitting Patterns ..... LAT
Holzer, H. W.—Motion Pictures ..... EPS
Hoover, Kerwin—Grass Roots Clippings HTF
Hoover, Robert—Golden Age ..... DF
Hope, Paul; Dana Bullen; Orr Kelly; Judith Randall; Frank Getlein; Paul Hope—Washington Closeup ..... WSS
Hoppe, Art—Our Man Hoppe ..... CHR
Horowitz, David—Films, Music, Theatre WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Round Up of World News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ..... CF
Howe, Pete—Here's How ..... RGB
Howell, Chauncey—Art, et cetera ..... FA
Hubbard, Louise—Little Journeys to Great Homes ..... HN
Hubbard, Normand—Editorial Cartoons .. SOP
Hubbard, Louise—Mother Hubbard's Cupboard ..... HN
Hubbard, Walter W.—Minia Tours .... HN
Hudon, Normand—Editorial Cartoons .... SOP
Hugg, Judy—Center Stage (TV) ..... CNS
Hughes, Alice—Woman's New York .... TSS
Hughes, Lillian—Health & Beauty ..... EC
Hughes, Lillian—Washington Notes ..... EC
Hughes, Lillian—Who Knows? The Answers ..... EC
Hughes, Lillian—The World Of Entertainment ..... EC
Hugo, Ric—Soliloquy ..... PHS
Hulse, Jerry—Travel Column ..... LTWP
Hulse, Dr. E. Duane—Altar Stairs ..... HPS
Hume, Paul—Music ..... LTWP
Humphrey, Hubert H.—
The Hubert H. Humphrey Column .... RTS
Humphrey, Sylvia Windle—Chef, The ..... BM
Hunter, Graham—Jolly Jingles ..... TIN
Hunter, J. A. H.—Fun With Figures .. TTS
Hunter, J. A. H.—Fun With Figures ... LAT
Hunter, Lois—Housewife Helps ..... WHE
Hutchins, Ed—Outdoor Report ..... DF
Hutchins, Dr. Robert Maynard—What Kind of World? ..... LAT
Hyman, Dick—Daffy Divorces ..... HYM
Hyman, Dick—Freak Squeaks ..... HYM
Hyman, Dick—Nonsense (Name Of State) ..... HYM
Hyman, Dick—It's The Law ..... HYM
Hyer, Julien C.—The Shepherd ..... CF

I

Iger, Jerry—Bobby ..... PF
Iger, S. M.—Pee Wee ..... PF
Illman—Vogue Fashion ..... CTN
Interlandi, Frank—Below Olympus ..... LAT
Interlandi, Phil—Queenie ..... KFS
Irving, Jay—Pottsy ..... CTN
Isabel—Here's Mom ..... CTN
Ishmael, Woodi—The Power of Faith .. APN

J

Jacobs ,J. M., Jr., Blackstone ..... FOU
Jacoby, Oswald and Jim—Bridge Column ..... NEA
Jacoby, Oswald and Jim—Win at Bridge ..... NEA
Jackson, Dorothy St. John—
Your Handwriting Tells On You .... CKS
Jaffee, Allan—Tall Tales ..... CDN
James, Lee—Sport Scene ..... JL
James, Lee—Adventure Postpaid ..... JL
James, Lee—Labor On Stamps ..... JL
Jamieson, Jack—Your Antiques ..... TSS
Janeway, Eliot—Janeway's Columns .... CTN
Janeway, Eliot—Ask Janeway ..... CTN
Jeanne and Mary—Sneakers ..... KFS
Jenkins, Dorothy H.—Antiques ..... DHJ
Jenkins, Dorothy H.—Gardens ..... DHJ
Jermyn, Ann; George Adams—Home .... DHJ
Joachim, Cathy—Panel Parcel Today's Laugh ..... CTN
Johns, Walter L.—Sports Sputterings .. KFS
Johnson, Ferd—Kitty Higgins ..... CTN
Johnson, Ferd—Moon Mullins ..... CTN
Johnson, Harry A., M.D.—
Eat, Drink, Be Merry and Live Longer DDS
Johnson, Peter W.—Recordings ..... LTWP
Jolita—Little Eve ..... GFC
Jones, Barbara—Swingers The ..... AF
Jones, Joe—Bright Ideas ..... APN
Jones, Carroll H.—Test Your English ..... RTS
Jones, Dr. Eve—Parent's World ..... BON
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ..... AF
Jones, Irwin & Martha—Gardening ..... DF
Jones, Jenkin Lloyd—An Editor's Outlook ..... GFC
Jones, Ralston and Frank Ridgeway—
Mr. Abernathy ..... KFS-TSS
Jones, Stacy—Patents ..... NYT
Jones, Yardley—Editorial Cartoons ..... TTS
Jones, Yardley—Yardley Jones ..... TTS
Jordan, Janice—Homes Decorating ..... DF
Joseph, Richard—Travel Column ..... CTN
Juster, Harry—Look Smart ..... RTS
Justus and Long—Editor's Choice Cartoons ..... RTS

K

Kain, Ida Jean—Keep In Trim ..... TSS
Kaine, Elinor—
Football And The Single Girl ..... PHS
Kaliff, Joe—DIScussion ..... AMF
Kaliff, Joe—Broadway Karikatures .... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kalker, Phil—In Movies ..... AEW
Kalker, Phil—Movie Review ..... AEW
Kalker, Phil—News Of Broadway and Hollywood ..... AEW
Kalker, Phil—Portrait of a Athlete ... AEW
Kalker, Phil—Reviewing The New Movies ..... AEW
Kalker, Phil—Sport Doings ..... AEW
Kalker, Phil—This & That in Sports ... AEW
Kalker, Phil—What's New In Sports .. AEW
Kalvelage, Carl H. & Peter J. Anderson—
Know Your Government ..... CIT
Kane, Bob—Batman & Robin ..... LED
Kane, Bob—The Aristocrats ..... LED
Kargin, Fred—Karpin on Bridge ..... NE
Kashdan, Isaac—Chess Today ..... BPS
Kaufman, Hal—Magic Spell ..... KFS
Kaufman, Irma—Quickie Quiz ..... CIT
Kaufmanis & Potvin—Lisons ..... CF
Kavanagh-Fletcher Camp—Bringing Up Father ..... KFS-RGB
Keane, Bil—Channel Chuckles ..... RTS
Keane, Bil—Family Circus ..... RTS
Keasler, John—John Keasler ..... MCN
Keate, Jeff—Time Out ..... PHS-MIL-CDN
Keate, Jeff—Panel Parcel Today's Laugh ..... CTN
Keefer, Mel and J. Lansky—
MacDivot ..... CTN
Keeler, Eloise—Points On Pets ..... CNS
Keeling, Edward—Better Mouse-traps ... FOU
Kehr, Ernest—Stamp News ..... CDN
Keller—Hardtack ..... BPS
Keller, James—Three Minutes A Day ..... MCN
Keller, Reamer—Panel Parcel—
Today's Laugh ..... CTN
Keller, Reamer—Medicare ..... AD
Kelly, Orr, Judith Randall, Dana Bullen, Frank Getlein, Paul Hope—
Washington closeup ..... WSS
Kelly, Sandra—Sew What's New ..... BM
Kelly, Walt—Pogo ..... PHS
Kemelman, Rabbi Haim—Lines On Living HMK
Kerr, Walter—Theatre ..... NYT
Ketcham, Hank—Dennis the Menace ..... PHS
Key, Ted—Hazel ..... KFS
Killy, Jean-Claude—
Skiing With Jean-Claude Killy ..... NNS
Kilpatrick, James J.—A Conservative View ..... WSS
King, Frank and Bill Perry, Dick Moores—
Gasoline Alley ..... CTN
King Warren—Editorial Cartoon ..... CTN
King, R. G.—Travel ..... MAG
Kinnaird, Clark—Book Review ..... KFS
Kinnaird, Clark—Parade of Books ..... KFS
Kinsolving, Rev. Lester—
The Church Today ..... CHR
Kirby, Brian & Ken Montone—
Kiwi ..... CTN
Kirk, L. and N.—Detectograms ..... KI
Kirk, Russell—To The Point ..... GFC
Kirsch, Robert—Books ..... LTWP
Kish, Henrietta—Years of Fulfillment .. WNS
Kleiner, Dick, Joan Crosby—
Entertainment Features ..... NEA
Kleiner, Dick—Showbeat ..... NEA
Kleiner, Dick—Hollywood-Movies-TV ..... NEA
Kleiner, Dick—News Dispatches on Topics of Current Interest ..... NEA
Kling, Ruth—Beauty ..... CTN
Knight, Jacqueline—Solunar Tables ... RTS
Knorr, Bob—Varmint ..... RWK
Knott, Msgr. John C.—
Everyman's Family ..... NCW
Knox, Frances M.—Video-Everyday ... DIC
Knox, Frances M.—Video-Everyweek .... DIC
Knox, Frances M.—View ..... DIC
Kober, Barbara—Family Finances ..... CNS
Koch, John R.—Moon Platoon ..... SPS
Koch, John R.—
Where Do You Come From ..... SPS
Koenig, F. W.—Sondags Krumelurer .. BPS
Kohler, Frank—The Skillet Club for Men ..... GFC
Kohn, Rev. Harold E.—A Lift for Living ..... GFC
Kolodin, Irving—Saturday Review Music Service ..... SAT
Koltanowski, George—Chess Master ..... GG
Koltun, Frances—The Woman Traveler ..... PHS-MIL-CDN
Kordel, Lelord—Eat & Grow Younger .. SPE
Kordel, Lelord—Eat Up and Slim Down SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Let's Live Longer .... SPE
Kordel, Lelord—Make People Like You SPE
Kordel, Lelord—Stay Alive Longer .... SPE
Kotzsky, Alex—Apartment 3-G ..... PHS-MIL-CDN
Koveil, Ralph and Terry—Know Your Antiques ..... RTS
Kraft, John—The Public's Opinion ..... NNS
Kraft, Joseph—Washington Insight ..... PHS-MIL
Kreiling, Ernie—A Closer Look ..... KRE
Kronish, Syd—Stamps in the News .... APN
Kubal—Be Smart ..... GFC
Kudlaty, Ed—Editorial Carton ..... NEA
Kuhn, P. J.—Capitaine Bonvent ..... DWL

L

Ladewig, Marion & Don Carter—
Bowling Tips ..... NNS
Laffler, William D.—Popular Records ... UPI

FEATURES BY AUTHORS

Lagers, Bob—Silly Dillies ..... LED
Lain, Joyce—Career Corner ..... MCN
Laing, Peter—Uncle Charlie ..... WSS
La Mar, Austine—Austine La Mar Fashion Patterns ..... GFC
Lambert, Eleanor—Elenor Lambert's SHE ..... PHS
Lamm, Michael—Teens on Wheels ..... AP'N
Lanahan, Scottie—Contemporary Trends ..... LTWP
Lancaster and Giles—Political Cartoons ..... RTS
Landers, Ann—Ann Landers' Human Relations Column ..... PHS-MIL-CDN
Lane, Iris—Patterns ..... CSF-MIL-CSP
Lane, John—Illustrations—Editorial ... NEA
Lane, Lydia—Hollywood Beauty ..... LAT
Lane, Dr. Thomas A.—Public Affairs ... CF
Lang, Andrew C.—House of the Week, The ..... APN
Lang, Andrew C.—Home Repair Do's and Don'ts ..... APN
Lang, Andrew C.—On the House ..... APN
Langdon, Grace and Irving W. Stout—Today's Children ..... KFS-TSS
Langell, Jerry—Here's An Idea ..... AF
Langell, Jerry—Idea Chaser ..... AF
Langell, Jerry—Idea Payoff ..... AF
Langley, Frank, Stan Maays—TV Personalities ..... NEA
Langton, John—Quick Qitz ..... GFC
Lanier, Dr.—Pet Notes ..... MCN
Lansky—Seventeen ..... CTN
Lansky, J. and Mel Keefer—MacDivot ..... CTN
Lasson, Kurt—Under Twenty ..... CF
Lasky, Phyliss—What's New In Foods .. AEW
Lasky, Robert—What's New In Books .. AEW
Lasky, Victor—Say It Straight! ..... NANA
Lasswell, Fred—Barney Google and Snuffy Smith ..... KFS-TSS
Laurent, Laurence—TV & Radio ..... LTWP
Lautens, Gary—Gary Lautens Column ... TSS
Lavin, Ellie and David—Teenage Corner TEE
Laubenstein, W. J. & S. V. Baum—The News in a Word ..... QUI
Lawrence, David—Lawrence Dispatch ..... PHS-MIL-CDN
Lawrence, Linda—What's Your Problems? ..... RFS
Lawrence, Dr., William—Your Dental Health ..... NEA
Lazarus, Mell—Miss Peach ..... PHS-MIL-CDN
Leary, Bill—Graffiti ..... MCN
Lederberg, Joshua—Science and Man .. LTWP
Le Doux, Harold & Dr. N. P. Dallis—Judge Parker ..... PHS-MIL-CDN
Leduc, Robert—Beep Beep ..... SOP
Lee, Bob & Henri Arnold—Jumble—That Scrambled Word Game ..... CTN
Lee, Bob & Henri Arnold—Junior Jumble CTN
Lee, Jeff—Bookshelf ..... JL
Lee, Jeff—Sport Shelf ..... JL
Lee, Roberta—Household Scrapbook ... WLG
Lee, Roberta—Modern Etiquette ..... WLG
Leegstra, Mr. E.—Inspector Markham ... DWL
Leeming, Dorothy and Brad Anderson—Marmaduke ..... NNS
Leff, Sam—Davy Jones ..... UFS
Leffingwell, Robert—Little Joe ..... CTN
Leffler, Jack—Weekly Metals Review ..... AP
Lehman, Ed—You and Your Home ..... RTS
Lehti John—Tales from the Great Book ..... PHS-MIL-CDN
Lemont, Geo.—Station Break—TV Comic Panel ..... NEA
Leokum, A.—Tell Me Why ..... MIL-WSS
Leonard, Lank—Mickey Finn ..... MCN
Lerner, Max—Max Lerner Column ..... LAT
Lesem, Jeanne—Cooking ..... UPI
Levitt, Dr. I. M.—Wonders of the Universe ..... GFC
Lewis, Boyd—News Dispatch Topics of Current Interest ..... NEA
Lewis, Flora—Flora Lewis' Column .... NE
Lewis, George Q.—Happy Talk ..... HUS
Lewis, George Q.—Humor Report to The Nation ..... HUS
Lewis, Larry—Campus Clatter ..... NEA
Lewis, Ted—Capitol Stuff ..... CTN
Libby, Vice Adm. Ruthven E.—World Affairs ..... CNS
Lichty, George—Grin & Bear It ..... PHS-MIL-CDN
Liddle, Theron C.—Worth Repeating .. RTS
Lindheim, Leon T.—Coin-Wise ..... NNS
Linkletter, Art—I Wish I'd Said That .. DDS
Linkletter, Art—People Are Funny ..... CF
Links, Marty—Emmy Lou ..... UFS
Lipsyte, Robert; Arthur Daley—Sports Column ..... NYT
Lipton, Marvin—Current Events in the Classroom ..... TSS
Livingston, J. A.—Business Outlook ..... PHS-MIL-CDN
Lockabey, Almon—Power and Sail ..... GFC
Loeb, Gerald M.—Loeb on Wall Street ..... NANA
Logan, Walter—Men's Wear ..... UPI
Long & Justus—Editor's Choice Cartoons ..... RTS
Lotto, Jack—On Your Guard ..... PRW
Love, Judy, Joanne Schreiber—Stitchin' Time ..... NEA
Love, Judy—Women's Page Features .. NEA
Love, Philip H.—Love on Life ..... NANA-BM
Lowe, Frank—I Beg to Differ ..... CWF
Lowell, Adam & Eve—Adam & Eve ..... FOR
Lowman, Josephine—Why Grow Old? .. RTS
Lowry, Betty—Family Travel ..... CIT
Lowry, Cynthia—Television Week ..... APN
Lowry, Cynthia—Radio-TV Day By Day APN
Lowry, Cynthia—Radio Television Week .. AP
Loyd, Gene—Now! ..... RTS
Lubbers, Bob—Robin Malone ..... NEA
Lubell, Samuel—Battle For Your Mind ..... UFS
Lubell, Samuel—Samuel Lubell Series, Public Opinion ..... UFS
Luce, Gay & Julius Segal—Insomnia .. DDS
Ludcke, G. L.—A Family and It's Money ..... BEL
Ludcke, G. L.—A Woman and Her Money ..... BEL
Ludcke, G. L.—The Human Side of Investing ..... BEL
Luft, Herbert G.—On The Screen ..... JTA
Luks, Fred—Outdoor Guideposts ..... LUK
Lynde, Stan—Rick O'Shay ..... CTN
Lyon, Barbara—Coin Counting ..... NUM
Lyon, Barbara—World of Coins, The .. NUM
Lyons, Leonard—Lyons Den ..... PHS

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MacDonald, Blaine—Blaine ..... MIL
McArdle, Jim—Davy Crockett, Frontiersman ..... CF
McCabe, Charles—The Fearless Spectator ..... CHR
McCann, Rebecca—Cheerful Cherub ..... MIL-WSS
McCarn, Henry—Editorial Cartoons .... STA
McCarthy, Fred, & Len Rene—Brother Juniper ..... PHS-MIL
McCormack, Patricia—Woman to Woman ..... UPI
McCutcheon, John T. Jr.—A Line O'Type Or Two ..... CTN
McDayter—Giants ..... LAT
McDonald, Don—You and Your Car .... RTS
McEleney, Jack—Illustrated New Homes and Weekly House Releases ..... ASA
McEleney, Jack—Associated—Blueprints ..... ASA
McFarland, J. D.—Mata Hari ..... MCF
McFarland, J. D.—Moonshines ..... MCF
McFeatters, Dale—Strictly Business ..... PHS-MIL-CDN
McGill, Ralph—McGill Column ... PHS
McGrady, Mike—McGrady Column ..... NE
McGrath, Dr. Earl J.—Education For Tomorrow ..... NNS
McGrath, Mary—Speaking Frankly .... UFS
McGrory, Mary—Mary McGrory ..... WSS
McHarry, Charles—On The Town ..... CTN
McHugh, Rev. James T.—Ties That Bind ..... NCW
McIntyre, Dave, and James Meade—Motion Picture Column ..... CNS
McKenna, Marylou—Stay Younger Longer ..... MCN
McNally, Tom—Dogs ..... CTN
McNally, Tom—Mostly About Dogs .... CTN
McWilliams, Alden & John Saunders—Dateline: Danger! ..... PHS
MacLean, Don—Don MacLean Column .. UFS
MacLeod, Robert—Youth Beat ..... NEA
Macpherson, Duncan—Editorial ..... TSS
Macomber, Frank—Oceanography ..... CNS
Macomber, Frank—Space Age Report .. CNS
Maays, Stani; Frank Langley—TV Personalities ..... NEA
Maddox, Gaynor—Background Stories ..... NEA
Maddox, Gaynor—Maddox Food Column NEA
Maddox, Gaynor—News Dispatches on Topics of Current Interest ..... NEA
Maddox, Gaynor—Women's Page Features ..... NEA
Magila, Louis—Minit Doodle ..... AF
Magnuson, Senator Warren G. and Jean Carper—Consumer Protection .... CF
Mahoney, Joe—Half-Past Teen .... CSF-CSP
Maley & Davis—For Heaven's Sake ... HEA
Maley & Davis—Prayers for the 20th Century ..... HEA
Mandel, Arnold C. A.—Your Income Tax TSS
Mankiewics, Frank & Top Braden—Mankiewics & Braden Report ..... LAT
Manning, John—Criss Cross ..... TSS
Manning, Justin—Capsule Capers ..... FOU
Manning, Justin—For Better or Worse .. FOU
Manning, Justin—Jobs Unlimited ..... FOU
Manning, Justin—Parents Plus ..... FOU
Manning, Justin—Success Vitamins .... FOU
Manning, Reg—Editorial Cartoons ..... MCN
Manning, Temple—Around the World ..... TSS
Manners, Dorothy—Hollywood ..... KFS
Manten, Dr. A. A.—Wonders of Nature ..... DWL
Manten, Dr. A. A.—Shaping the Earth ..... DWL
Marco, Count—Beauty and the Beast .. CHR
Marcus, Jerry—Trudy ..... KFS-RGB
Marley, Faye—Today's Medicine .. SCS-NEA
Marlow, James—The World Today ..... APN
Marsh, Mary Kak—Hello Hostess ..... ENT
Marsh, Kay—Fun With Funds ..... ENT
Marsh, Kay—Instant Hostess ..... ENT
Marsh, Kay, Mary Ellen Pourchot—Summer Hostess ..... ENT
Marshall, Brig. Gen. S.L.A.—Military Analysis ..... LTWP
Martin, Donald W.—Charting the Grains ..... CNS
Martin, Dolly—Taffy's Tips ..... MIL-CDN
Martin, Marian and Anne Adams—Dress Pattern ..... KFS-CP
Martin, Mel—Automobile Buyer's Guide ..... MME
Martin, Mel—Autorama ..... MME
Martin, Mel—Dock Lines ..... MME
Martin, Mel—Mel Martin Reports ..... MME
Mary and Jeanne—Sneakers ..... KFS
Mason, Ed—Builders of A Nation ..... DF
Massey, Tom; Lyman Young; Robert Young—Tim Tyler's Luck ..... KFS-RGP
Masters, George—The Master's Touch .. CTN
Mattlin, Everett—Man's World ..... CTN
Mattson, Marie—Travel Column ..... MAT
Mauldin, Bill—Mauldin Editorial Cartoons ..... PHS-MIL-CDN
Maxwell, Rod and Bob Webb—The Hawk ..... PF
Mayer, Alan—Sports Cartoons ..... KFS-CP-TSS
Mayfield, Molly—Dear Mrs. Mayfield ..... UFS
Mead, Mimi—TV Interviews ..... BM
Meade, James and Dave McIntyre—Motoion Picture Column ..... CNS
Meade, Mary—Food Articles ..... CTN
Meade, Mary—Menus ..... CTN
Means, Marianne—Marianne Means' Washington ..... KFS
Mellinkoff, Abe—Morning Report ..... CHR
Meltzer, Bernard C.—What's Your Problem? ..... PHS
Merah, Mady—Ladies Day ..... GFC
Merryfield, Mary—Mary Merryfield Column ..... CTN
Messer, Dr. Alfred A.—Eye On Your Family ..... PHS
Messick, Dale—Brenda Starr ..... CTN
Metcalfe, John C.—Portraits ..... MIL-CDN
Meyer, John—Canadian Business Report ..... TSS
Meyers, Dr. Garry C.—Parent Problems . CP
Meyers, Scott G. W.—Backgrounders ..... TSS
Michels, Marcia—Broadway Vignettes ... AMF
Michels, Marcia—TV From A Woman's Viewpoint ..... AMF
Michels, Marcia—Video Vignettes ..... AMF
Mik—Ferd'nand ..... UFS
Miles, John—Perkins ..... RTS
Miller, Cathy & Mary Bryson—Points for Parents ..... RTS
Miller, Eugene—Your Medicare ..... MLN
Miller, Dr. Frank, D.V.M. & Hubert Buel (artist)—Wonderful world of Animals, The ..... CHR
Miller, Joy—Today's Women ..... APN
Miller, Mary Sue—A. Lovelier You ..... PHS-MIL-CDN
Miller, Milt—Etc. & P.S. ..... JL
Miller, Milt—Soccer Shots ..... SA
Miller, Milt—Sports Postpaid ..... JL
Miller, Milt—Sports on Stamps ..... SA
Miller, Sally—Better Living Guide .... DIC
Miller, Wm.—Wishing Well ..... KFS-RGB
Milmoe, Eugene—Your Car ..... GFC
Misch, Robert J.—Eat, Drink and Be Merry ..... WNS
Misurell, Ed—TV Cameo ..... CP
Mitchell, Phyllis—Happier Living ..... MIT
Mitchell, Phyllis—Your Life and Mine ..... MIT
Mitchelmore, Charles—In America ..... FA
Mockridge, Norton—Norton Mockridge Column ..... UFS
Mogensen and Cornelius—Moco ..... LAT
Mohr, Beth—Beauty Tips ..... CNS
Mohr, Berta—Mohr About Fashion ..... MOH
Moley, Raymond—Raymond Moley Column ..... MIL
Moller, Dr. A. W.—Pet Doctor ..... APN
Molnar, Maria—Love and Laughter ... BPS
Monique—Latest From Paris ..... CTN
Montana, Bob—Archie ..... KFS-RGB
Montone, Ken & Brian Kirby—Kiwi .... CTN
Moore, Clyde—Clyde Moore Says ..... DF
Moore, Cullen—From The Private Files of CM ..... CMS
Moore, Colleen—How Women Can Make Money in the Stock Market .... DDS
Moore, Cullen—Moon Messages For You ..... CMS
Moore, Cullen—Stars and Lovers (Questions & Answers) ..... CMS
Moore, Cullen—Stars & Fashion ..... CMS
Moore, Cullen—Your New Year Tips ... CMS
Moore, Cullen—Moore About Adam & Eve ..... CMS
Moores, Dick, Frank King and Bill Perry—Gasoline Alley ..... CTN
Morgan, Bob and Pete Hoffman—Why We Say ..... GFC
Morgan, Edward P.—Shape of The News NE
Morgan, Neil—Assignment West Coast .. CNS
Morgan, Ralph—Racing Photographs with News Captions ..... RMN
Morgan, Ralph—Airline News with Photo ..... RMN
Morgensen & Cornelius—Moco ..... LAT
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—News Cartoons ..... APN
Morris, William—Words, Wit & Wisdom ..... MIL
Morris, William & Mary—Words, Wit & Wisdom ..... LAT
Morrison, Alex J.—Morrison Golf Articles ..... TSS
Morriss, Frank—Frank Morriss says .... CKS
Moskowitz, Milton—The Money Tree ..... CHR
Mosley, Zack—Smillin' Jack ..... CTN
Moss, Edgar A.—Office Cat ..... MOF
Moss, Stirling—Motor Talk ..... BPS
Moss, Stirling—Stirling Moss on Racing TTS
Mueller, Lee, Mart Ralborsky, Murray Olderman, Ira Berkow—Sports Stories NEA
Muffwinkle, Elmer—Maybe The Week .. .... Will Be Better ..... CTN
Muldowney, James—Prints Charming ..... SPS
Mullaney, Thomas—Week in Finance ... NYT
Murgatroyd, J.—Mind Stretcher ..... BPS
Murphy, Frank—Faces In The News ..... DIS
Murphy, Jack, Paul Corcoran—Sports Columns ..... CNS
Murphy, James—Gardeners Questions and Answers ..... CNS
Murphy, John Cullen—Big Ben Bolt ..... KFS-RGB
Murray, Dennis—A Minority of One—— WNS
Murray, Jim—Jim Murray Column ..... LAT
Muse, Ken—Wayout ..... MCN
Musial, Joe—Katzenjammer Kids .. KFS-RGB
Muskie, Sen. Edmund S.—So Goes The Nation ..... LED
Myers, Dr. Gary C.—Parent Problems ..... KFS-CP-TSS
Myers, Marvin—Soft-Sell Sam ..... RTS
Myler, Joseph L.—Science and You .... UPI

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Nason, Dr. Leslie J.—Nason on Education ..... APN
Nassauer, Ed—Biz Quiz ..... ICS
Nassauer, Ed—Business Blueprint ..... ICS
Nassauer, Ed—Ticker Topics ..... ICS
Naylor, J.—Astrology Today ..... BPS
Naylor, Bob—Big Sister ..... CP-KFS
Neher, Fred—Life's Like That Cartoon .. BM
Neilam, Ed.—Far Eastern Coverage .... CNS
Newman, Paul and Charles Flanders—Long Ranger ..... KFS
Newsom, Phil—Foreign News Commentary ..... UPI
Nichol, Sen. John—Senator Nichol .. .. TTS
Nichols, Maynard—Crossword ..... GFC
Nickens, Frank—Otto Sez ..... HPS
Nicklaus, Jack—Jack Nicklaus on Golf ..... PHS
Nicolas, W. A.—Bible Stories In Color ..... SPS
Nielsen, Tom—A Man Looks At Women .. NIE
Nielsen, T. A.—The 5¢ Cigar Outspoken Politics ..... NIE
Nitefor, M.—Answer Line ..... TTS
Nofziger, Ed—Animalogic ..... LAT
Nofziger, Lyn—Capital Cornpone ..... CNS
Norris, Paul—Brick Bradford ..... KFS-CP-TSS
Norris, Linda—Let's Look at The Records ..... MIL-CSP
Northcott, Ron—Curling Cues ..... TSS
Novak, Robert D. & Roland Evans—Inside Report ..... PHS-MIL-CDN
Nostrand and Herron—Bat Masterson ..... CF
Noyes, Crosby—Crosby Noyes ..... WSS
Nugent, Arthur—Funland ..... BM
Nuzum, Thomas & Gene Gregory—European Coverage ..... CNS
Nydick, David—You, Your Child and School ..... UPI

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O'Brien, Bernard—Society in Florida ... OBR
O'Connell, Daniel—Ray Carr Talks Cars CAF
O'Connell, Peg—Our Parish ..... NCW
O'Flaherty, Terrence—Assignment: Television ..... CHR
O'Flaherty, Terrence—The Mall Ego .. CHR
O'Neal, Frank—Short Ribs ..... NEA
Oakley, Don—Editorials ..... NEA

Odmark, Marion—Working Girls Notebook ..... CTN
Oja, Tom—Deems ..... SM
Olderman, Murray; Ira Berkow, Lee Mueller, Marty Ralbovsky—Sports Stories ..... NEA
Olderman, Murray—Between You 'n Me ..... NEA
Olderman, Murray—News Dispatches on Topics of Current Interest ..... NEA
Olderman, Murray—Sports Cartoon .. NEA
Oliphant, Pat—Oliphant Editorial Cartoon ..... LAT
Olshan, Mort—Basketball Prophecy and Ratings ..... MOS
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Olson, Cy—Office Hours ..... KFS
Omarr, Sydney—Astrology Column ..... GFC
O'Brian, Jack—Voice of Broadway .... KFS
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O'Neill, Thomas—Politics & People .... FJM
O'Reilly, Don—Inside Auto Racing ..... AU
Orr, Bobby—World of Hockey ..... TSS
Osann, Kate—Tizzy ..... NEA
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Osborne, Dr. Ernest G.—The Family Scrapbook ..... UFS
O'Sullivan, John—Big Photo Feature Stories ..... KFS-TSS
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Owen, Frank; Rod de Sarro; Cathy Joachim; Jeff Keate; Tom Henderson; Jefferson Machamer; Reamer Keller; Joe Zeis; Betty Swords—Panel Parcel—Today's Laugh ..... CTN

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Palmer, Arnold—Golfing With Arnold Palmer ..... NNS
Palmer, Arnold—Tips From The Tour .. NNS
Palmer, Florence K.—Trials and Tribulations (Legal) ..... AD
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Parker, Brant & Johnny Hart—Wizard of ID ..... PHS-MIL
Parker, Gladys—Mopsy Cartoon ..... MIL
Parker, Gladys—Mopsy Page ..... DNB-MIL
Parrish, Joseph; Daniel Holland—Editorial Cartoons ..... CTN
Partch, Virgil—Big George ..... PHS-MIL-CDN
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Pastoret, Phil—Barbs ..... NEA
Patrick, Doug—Stories About Stamps .. RGB
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Patrick, Sam & George Reason—They Had a Dream ..... LAT
Patrick, Sam; George Getze—Profiles in Science ..... LAT
Pattee, Richard F.—This World of Ours ..... NCW
Patterson, Gene—Critters, The ..... AF
Patterson, Gene—Patterson's People .... AF
Pattman & Robert Atherton—Gourmania Guide ..... SPS
Pauley, Gay—Fashions ..... UPI
Pauley, Gay—Woman's View ..... UPI
Pautz, Phyllis—Flower Box, The ..... CTN
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Pearsall, Robert B.—Treas-O-Gram .... GFC
Pearson, Betsey—Mother's Helper .... CDN
Pearson, Charles D.—Notes On the News PEA
Pearson, Drew and Jack Anderson—Washington Merry-Go-Round ..... BM
Pederson, Kern—Little Farmer ..... SM
Pedroza, Cecilia & Inez—Hollywood ... PED
Pedroza, Inez & Cecilia—Hollywood Calling (Your City or Country) .... PED
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Peeples, Dick—Daily Flashback Calendar ..... AF
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Peloquin, R.—Play With Us ..... SOP
Penfield, William S.—Stories Behind Words ..... PE
Perry, Bill; Frank King, Dick Moores—Gasoline Alley ..... CTN
Perry, Bill—Little Brother Hugo ..... CTN
Peters, Boris Revere—Doris Answers Youth ..... NCW
Petersen, Alice and Ella Elvin—Food .. CTN
Petersen, Alice and Ella Elvin—Menus .. CTN
Peterson, Robert—Life Begins At Forty ..... MCN
Petti, Michael A., M.D.—Health Capsules ..... UFS
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Phillips, Irving—Strange World of Mr. Mum, The ..... PHS-CWF
Pichel, Thouret—Unknown In History, The ..... CN
Pierotti, Johnny—Jes' Smith ..... CF
Pike, James A.—The Other Side ..... DDS
Pitt, Stanley & Reginald—Guly Foyle LED
Plain, Carl and Carl Ritter—Business and Finance ..... CNS
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Poinier, Arthur B.—Editorial Cartoons ..... BM
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Power, R. A.—Crossword Puzzle ..... DWL
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Raidy, William—Broadway Off 'N On .. GFC
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Raines, Sandy—Rainspout ..... RA
Raines, Sandy—Interview Features ..... RA
Ralbovsky Marty, Lee Mueller, Murray Olderman, Ira Berkow—Sports Stories NEA
Ramsey, R. H. and Alfred Buescher—Weekly Sunday School Lesson and Bible Strip ..... CP
Rand, Lester—Teenagers Say ..... YR
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Rand, Lester—The Youthful Viewpoint ..... YR
Randall, Judith; Orr Kelly, Dana Bullen, Frank Getlein, Paul Hope—Washington Closeup ..... WSS
Raymond, Robert; Andrea Bresciani, Stuart Butler, Ph.D.—Frontiers of Science ..... LAT
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Reason, George & Sam Patrick—They Had a Dream ..... LAT
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Reed, Estey I.—During This Week ..... SS
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Rehns, Charles—Tasty Tales ..... REH
Rehns, Charles—Wisdom in the Street .. REH
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Reiffel, Dr. Leonard—Science and You ..... WBE-PHS
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Reno, Len & Fred McCarthy—Brother Juniper ..... PHS-MIL
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Reynolds, Ann, Ph.D.—If Your Name Is RFS
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Riblet, Carl Jr.—Isn't It The Truth! .. LAT
Rich, Dorothy—Home & School ..... LTWP
Richard, Maurice—Richard Speak Out .. SOP
Richman, Milton—Today's Sports ..... UPI
Ricker, Dorothy—Personal Tips To Teen-Agers ..... RTS
Ricker, Dorothy—Teen Age Mail ..... RTS
Riddle, Maxwell—Exercise Series for Aching Back ..... AF
Riddle, Maxwell—Kennel & Leash .... LED
Riddle, Ned—Mr. Tweedy ..... GFC
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Ritt, William—You're Tellin' Me .. KFS-CP
Ritter Carl—Financial ..... CNS
Ritter, Carl and Carl Plain—Business and Finance ..... CNS
Ritz, Dorothy—Home Line ..... LAT
Roach, John P.—A Word Edgewise .. KFS
Robbins, Frank—Johnny Hazard ..... KFS-RGB
Robbins, Sylvia & Mary Ellen Pourchot—Around The Word—a la Cartel .... ENT
Roberge, Frank—Mrs. Fitz ..... KFS-TSS
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Robinson, Jerry—Still Life ..... CTN
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Roesch, Robert Fleming—Opportunities Unlimited ..... KFS
Roe, Dorothy—Women Now ..... CTN
Roessner, Elmer—Business Today ..... BM
Rogerson, Cliff—TV Laugns ..... BM
Rojas-Lombardi, F.—Cooking For Pleasure ..... ASC
Roosevelt, Edith Kermit—Between the Lines ..... ROO
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Rose, Dorothy—Parent Child ..... CTN
Rose, Elinor K.—Rosettes ..... ROS
Rose, Elinor K.—Sugar and Spice ..... AF
Rosefsky, Robert S.—Your Money Matters ..... NE
Ross, Martin J.—Con la ley en la Mano (column or Law in Spanish) ..... LAW
Ross, Martin J.—Everyday Law ..... LAW
Ross Martin J.—The Law Brief ..... LAW
Ross, Martin J.—Law Briefs For Business ..... LAW
Ross, Martin J.—Law For Women .... LAW
Ross, Martin J.—Ley Para Feminas ... LAW
Ross, Martin J.—Con La Ley En La Mano .... DDS
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Ross, Martin J.—People and Problems LAW
Ross, Eleanor—Home Making Helps ..... KFS-TSS
Rothblatt, Henry, B., LL.D.—Reader's Courtroom ..... GFC
Rouson, John—Boy and Girl ..... GFC
Rouson, John Henry—Little Sport ..... GFC
Rowan, Carl T.—Rowan Column .. PHS-MIL
Rowan, Hobart—Economic Impact ... LTWP
Rowse, Arthur E.—Consumer Contact ... CNI
Roy, Mike—Akwas ..... CF
Rudy, Ann—Homemaker's Humor ..... CNS
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Rusk, D. Howard—Rusk Column ..... NYT
Russell, Frederick C.—Articles on Automobiling ..... RS
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Ryan, Bill, Ed Valtman—Political Playground ..... NEA
Ryan, Tom K.—Tumbleweeds ..... RTS
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Sagendorf, Bud—Popeye ..... KFS
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Sakren, Bill—Blitz Brothers ..... CWF
Salo—Laughting Matter ..... CTN
Salpeter, Eliahn—Israel Newsletter ..... JTA
Saltz, Donald—Memory Quiz ..... MEM
Sanders, William—Sanders Editorial Cartoons ..... PHS
Sansom, Art—The Born Loser ..... NEA
Sattler, Warren—Grubby ..... SM
Saunders, Allen and Ken Ernst—Mary Worth ..... PHS-MIL-CDN
Saunders, Allen and Wm. Overgard—Steve Roper ..... PHS-MIL-CDN
Saunders, Ann Wardell—Ambling With Ann ..... SE
Saunders, Ann Wardell—Lookin' 'n' Listenin' ..... SE
Saunders, Fritchie—It's Fun in . . . (The month changes through the year) HC
Saunders, John & Alden McWilliams—Dateline: Danger! ..... PHS
Scaduto, Ai & Bob Dunn—They'll Do It Every Time ..... KFS
Scarpelli, Henry—TV Tee-Hees ..... GFC

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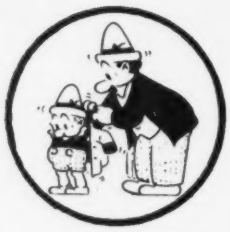

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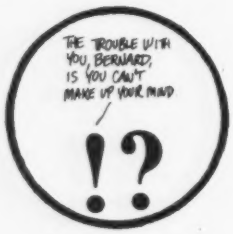

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Class in the classified

By Howard B. Taylor
Editorial Consultant, Copley International Corp.

Publishers always are saying, "I wish we could do something about Classified."

W. L. White, editor and publisher of the *Emporia* (Kans.) *Gazette* did something.

White is a typography expert in his own right and what he did proves it.

A page from his chastely clean and convincingly reputable classified section is in upper left. The mine-run of class pages, and let it go unidentified, is in upper right—mud-bespattered, blackened, shouting and screaming at you.

Classified body in the Gazette is set in eight-point Cloister. Section headings are in 14 point. Neat, isn't it?

The people at the Gazette said they got some strange looks when class was switched to Cloister about two years ago. Now readers and advertisers like it.

"Type has always been a hobby of mine," White wrote, "and in 1958 I began re-designing the Gazette, which was then a mixture of thick, black Gothic type, indistinguishable from the mass of big and little city papers except for some arty-minded ones who had gone to Bodoni and a few who stuck with Caslon.

"In my decisions, my first and really only criterion was readability."

He eliminated all black-face fonts.

"Black ink attracts attention, of course, but from what?" he asked. "From the surrounding body type of the paper.

"A thick, black headline is like a red hot stove or a spotlight in your eyes—you see it all right, but it burns out everything for a considerable distance around it—making the body type look thin and pale and unreadable, like a small star near a full moon."

White observed there is justification for a big banner in a highly competitive situation but remarked the big banner need not be black.

"In fact, it is far more quickly readable if it is not," he said.

The Gazette has in its shop—for special occasions such as the assassination of a President—type three or four inches high. But it isn't black face. It's a magnification of the standard headline type.

So this is what lead to Cloister in classified. It's used elsewhere in the Gazette, too, complementing the Eusebius face discussed earlier in this department.

It isn't easy to get your hands on Cloister. Let him tell it:

"When I walked into Linotype's offices in Brooklyn to get prices on a half dozen fonts of Cloister, they almost panicked.

"'Mr. White, you can't do that!'

"'Why not?'

"'Well, we sell Cloister only for books and Bibles. Nobody would think of using it in a newspaper!'

"Which convinced me I was right. Publishers of books and Bibles seek high readability and are far more skilled in knowing how to get it than the average newspaper publisher who has one eye on his cash register, thinking of shortcuts and how to save paper."

So you can so get Cloister.

The Gazette apparently restricts display classified to the first page in the classified section. And when it uses illustrations in classified there, it has a neat gimmick that tones down that ghastly black.

We cut one of those ads out and pasted it in on a bias in the page in upper left. It doesn't offend.

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INSURANCE

ALLSTATE INSURANCE COMPANIES—Information on automobile, boatowners, homeowners, health, life insurance; traffic safety, driver education, travel. Contact Raymond P. Ewing, Assistant Public Affairs Director, Allstate Plaza, Northbrook, Ill. Phone (312) 291-5086.

CONNECTICUT GENERAL INSURANCE CORPORATION — Background on latest trends in estate planning, mutual funds, variable and guaranteed income pension plans, insurance "mass marketing," individual and group life and health insurance, casualty and property insurance, and common stock, mortgage and real estate investing. Call Richard G. Claeys, Supervisor, Public Relations, Hartford, Conn. 06115. Phone (203) 242-4422.

INSURANCE COMPANY OF NORTH AMERICA—Information on insurance coverages, with particular emphasis on innovations in the areas of rehabilitation, MEND and the INA MEND Institute; safety; loss prevention control and defensive driving; and all lines of property, liability, life, health and accident insurance. Contact: Stephen R. Lawrence, Director of Public Relations, 1600 Arch Street, Philadelphia, Pa., 19101.

INSURANCE INFORMATION INSTITUTE—Prompt, authoritative information on automobile, home and other forms of property and liability insurance through a network of twelve offices located around the country. For a Fact Book about insurance, write to the Institute at 110 William Street, New York, N.Y. 10038. For answers to your questions about property and liability insurance, call (212) 233-7650.

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850 Third Ave., New York

Please insert the following copy, beginning in the next issue, for ..... (Minimum 13 consecutive) weekly issues, in PR/INDEX, and invoice at the lowest appropriate rate, under category heading: .....

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THE TRAVELERS CORPORATION—Information on financial planning, mutual funds, variable annuities, all personal, business insurance; mortgage, real estate investing, investment management, data processing systems. Paul D. Schmanska, Manager, Public Information Dept., One Tower Square, Hartford, Conn., 06115. (203) 277-2779.

RAILROADS

UNION PACIFIC—news, features and photos, b&w and color, on railroad, industrial development, natural resources development in western U. S. Details of the Golden Spike Centennial during 1969. E. C. Schafer, 1416 Dodge St., Omaha, Neb. 68102. Phone (402) 271-3258.

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MONTREAL'S MAN AND HIS WORLD—news, features, photos (b&w/Color) 35-nation exposition incl. USSR, France, Czechoslovakia, Austria, Spain—on site of Expo 67. Wolcott, Carlson & Co., 485 Madison Ave., New York, N. Y. 10022. Phone (212) 755-5530.

WESTERN CANADA

CITY OF EDMONTON, Industrial Development Department—news, features, photos (b&w/Color) on economic and resource development, travel, sports hunting, fishing in the fabulous North. F. J. Hutton, Publicity Officer, City Hall, Edmonton 15, Alberta, Canada. Phone (403) 424-0211.

WOOD PRODUCTS

AMERICAN WOOD COUNCIL—Information on all wood products for new home construction, remodeling, home projects. Material suitable for real estate, home furnishing, special sections. Jim Plumb, Burson-Marsteller, 866 Third Ave., N.Y.C. 10022 (212) 752-8610.

PUBLIC RELATIONS EXECUTIVES: Shouldn't your company be listed in PR/Index? Write E&P for complete details and rates.

Public relations assignments and accounts

William N. Evans has been appointed director of public relations for the Association of Better Business Bureaus International in Greenwich, Conn. He served as staff vicepresident for the American Advertising Federation.

* * *

John J. Ryan, manager of the PR department of J. M. Mathes, has joined Young & Rubicam as vicepresident in charge of its PR department.

* * *

Allerton, Berman & Dean has been appointed public relations agency for McGregor-Doniger Inc.

* * *

Communication Planners Inc. has been retained as corporate and general public relations counselors for Masters, Inc.

* * *

Barbara Kuehn, publicity director for Rotary International, has been appointed account executive for Cox and Rodin in Chicago.

* * *

Joseph H. Soula has joined Encyclopaedia Britannica Inc. as director of news service and will handle its corporate and public relations.

* * *

Herbert M. Kraus and Company has been retained for a national public relations program for G. B. Frank Associates.

* * *

Vincent D'Agostino has joined Doremus & Company as a public relations account executive.

R. J. Juppe, former PR officer, has been appointed assistant public relations manager, USA, for British Overseas Airways Corp.

* * *

Farley Manning Associates has appointed three vicepresidents: **Alan Olson,** supervisor and staffer for six years. **Jere Daniel** a senior account executive and staff member for seven years. **Ned Greene,** an account executive, serving the agency for 10 years.

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2 summer reporters given scholarships

MONTGOMERY, Ala.

Beverly Frances Bradford of Birmingham, a student at Auburn University, and Neil Owen Davis Jr., who attends the University of North Carolina, have been awarded $500 journalism scholarships by the Alabama Professional Chapter of Sigma Delta Chi.

Davis is the son of Neil O. Davis Sr., editor and publisher of the *Auburn* (Ala.) *Bulletin.* He is working this summer on the *Atlanta Journal.* Miss Bradford spends alternate quarters on the campus and working as a city reporter for the *Birmingham Post-Herald.*

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On Congress staff

WASHINGTON

Robert H. Fleming, a member of former President Johnson's press staff, has taken a job as information director for the House Crime Committee, of which Repr. Claude Pepper, Florida Democrat, is chairman.

FTC drops case against Post's radio station

WASHINGTON

An investigation into allegations that the *Washington Post* was engaging, through its WTOP radio station, in monopolistic news practices has been discontinued by the Federal Trade Commission. The Commission said its investigation failed to produce "any evidence of alleged monopolistic power."

The charges of monopoly were made by Arthur W. Arundel, owner of WAVA, an all-news radio station in surburban Arlington, Va. WAVA has operated as a 24-hour all-news station since early in 1968. The Post's WTOP shifted to an all-news format last March.

Arundel asserted that the Post dominated the news industry in the Washington area and "is inexorably suffocating in its competition." He asked the FTC to investigate the possibility of illegal antitrust policies.

Part of the investigation involved examination of total Post-Newsweek advertising revenue and the potential for unfair competition against a smaller station with lesser financial resources. In dropping the investigation, Chairman Rand Dixon said the Commission could not deal with "the potential of Post revenues" and that "we can't act against someone just because he is big."

Arundel acknowledged that so far WTOP competition had not hurt WAVA ratings.

Carl H. Keyser

Carl Keyser retires; 49 years with paper

FOND DU LAC, Wis.

Carl H. Keyser, who fibbed about his age so he could be a newsboy in 1914 at the age of 10, has retired as editor of the *Commonwealth Reporter* here.

He was editor from 1964-69 and previously served as general assignment reporter, sports editor, city editor, telegraph editor and managing editor.

Keyser spent an "official" 49 years with the Reporter Printing Company (1920-69). He was an employe when the Commonwealth and the Reporter were merged in 1926.

No successor to Keyser has been named by the company.

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Heads media group

Eli S. Belil, research director of *Family Weekly* magazine, has been named president of the Media Research Directors Association, succeeding James Burke, research director of the *New Yorker* Magazine.

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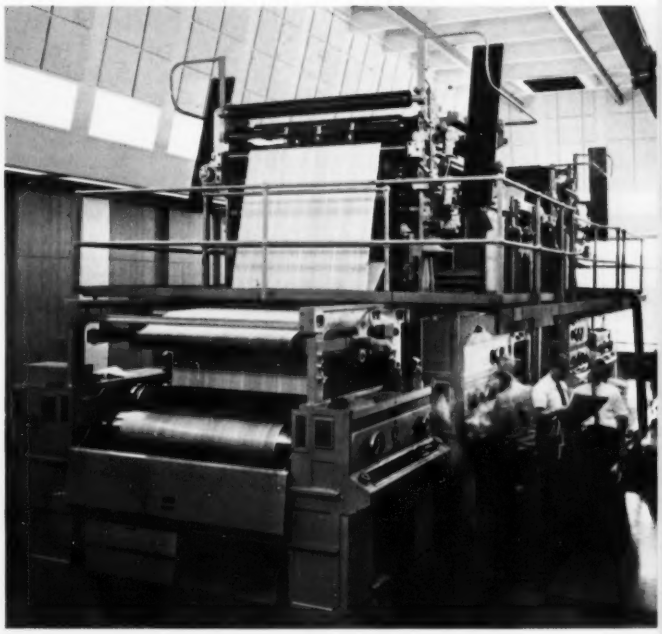

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Large and growing metropolitan dailies are running this double-width press at speeds of up to 60,000 pph and a capacity of up to 80 pages straight or up to 144 pages collect with an Imperial 3:2 folder. This is the outstanding web offset press designed for growing metropolitan area dailies. Continuous production with full automatic Reel-Tension-Pasters and Digital Paster Pilot. Unlimited color flexibility and product versatility.

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PR news help given passing grades in poll

Some interesting results were culled from a national mail survey to newspaper managing editors and radio-tv news editors to determine what reactions they had to services provided by public relations practitioners and to offer suggestions as to how they can better be served.

Public Relations Analysts conducted the survey as a preliminary to a major study being undertaken by the firm, relating to ways in which communications can anticipate and plan for changing needs of society, according to its president, Eileen Milling.

Of the 300 respondents, 71% of the newspaper editors polled said PR men are doing an "excellent" or "good" job. A "fair" rating was assigned by 24%, "poor" by 5%.

Of the radio and tv editors 68% described the services provided by public relations firms as "fair"; 10% "good," and 22% "poor."

Complaints voiced by newspaper editors centered more around what was left unsaid. Typical comments:

"Public relations people, though good reservoirs of facts, often stand between the client and the newspaperman."

"A PR man should have the stature with his client to make the client available personally to responsible newsmen."

"Newspapermen would like to see fewer "routine stories of interest only to those people who obtain their company publications.'"

Radio and tv news editors complained that too many releases are written for print and they preferred messenger service for fast-breaking news developments.

PICTURES HAVE WINGS—Photographer Ed Baggett holds the pigeon that brought film, taped to a leg, from Cape Kennedy to the Daytona Beach Evening News, enabling the paper to publish a color shot of the Apollo II launch a few hours after the historic event. The bird covered the 60-mile distance at a speed of 1,354 yards per minute. News-Journal chief photographer Jack Jessee arranged for both pigeons and motorcycle riders to be messengers.

More trust cases filed in California

SAN FRANCISCO

The list of antitrust cases involving newspapers lengthened with the filing here of two actions against the McClatchy Newspapers, publishers of three California dailies — the *Sacramento Bee*, *Fresno Bee* and *Modesto Bee*.

San Francisco's federal district court records now list seven actions. Five have been placed by attorneys for advertisers.

The scope of the activity is further reflected in charges under antitrust and civil rights laws naming the American Bar Association, four judges and five newspapers. Four individuals ask $1 million each and declare the metropolitan dailies of San Francisco, Oakland and Sacramento to be partners in an asserted conspiracy because they did not publish information supplied them.

The complaint filed against McClatchy Newspapers by Willard M. Noble and Etta M. Noble involves distribution of the papers. The Nobles seek an injunction against termination of a distributorship and treble damages.

The Nobles' motion for a temporary restraint was denied. McClatchy attorneys told the court the distributors were involved in a food coupon redemption scheme.

The distributor asserted sales had been increased fourfold since 1960, but at no time were coupons cut in quantity from the newspaper's weekly food section.

Advertiser's action

In the second case against McClatchy Newspapers, McKeon Construction Co. claimed the group "effectively dominated and controlled" mass media "strategically located in the Central Valley of California."

McKeon charged the 1965 acquisition of KOVR-TV, Sacramento, enhanced the McClatchy domination of advertising sales and claimed McClatchy granted discriminatory rates to larger advertisers in multiple media. The action seeks the divestiture of KOVR, "other actions as necessary" and relief.

The company engages in construction, leasing and selling residential properties, principally in Sacramento County. It reported expenditures of $70,000 in the *Sacramento Bee* and the *Sacramento Union* since 1964.

The federal court cases include three by advertisers against the San Francisco Newspaper Printing Co., the *San Francisco Chronicle* and the *San Francisco Examiner*. An action against these concerns seeking back pay for former employes was rejected by the court and is now under appeal.

Counter activity

Dow Jones Co., named in an advertising suit by Gerardo Joffre and Haverhill's filed a counter claim. In response Haverhill admitted certain *Wall Street Journal* advertising remained unpaid but denied the total reached the figures claimed by Dow Jones.

The actions filed here are in addition to the *Fullerton* (Calif.) *News-Tribune's* suit against Freedom Newspapers and Ridder Publications Inc. in Los Angeles. (E&P June 28).

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Newspapers merged with food company

PORTLAND, Ore.

Clarke Publishing Co., publisher of 13 weekly *Press* newspapers in the Portland area, will be merged with Early California Industries, Los Angeles. Leslie F. Clarke, owner of the publishing company, will remain in management.

Founded in 1948, the Press has total circulation of 194,539, making it the largest neighborhood newspaper in the Pacific Northwest. In addition to newspaper publishing, the firm also produces advertising circulars and conducts a direct mail distribution service.

Early California Industries is a diversified specialty food and chemical company with plants and ranches throughout the West.

•

New U.S. editor named for Financial Times

The *Financial Times* of London has appointed a new U. S. editor. He is J. D. S. Graham, who has been the paper's Washington correspondent since 1967, and worked on the F T foreign desk in London for two years before that, with special responsibility for the Middle East.

At 29, he is the youngest U. S. editor appointed by the F T as well as one of the youngest members of the 25-man British press corps in Washington.

The previous U. S. editor, Joe Rogaly, has returned to London for a new assignment.

Ever heard of "Sitting Ducks Anonymous?"

If you're part of the communications industry, you're considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there's someone to turn to: Your Employers Special Excess Insurance Policy. (It's kind of a "Sitting Ducks Anonymous Club" for those who'd much prefer to be sitting pretty.) To join? Simply decide on the amount you could afford in case of a judgment against you... we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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"For one thing, there are five times as many employees than before the merger with Gulf+Western nine years ago."

"In 1960, the Mal Tool Company was, well, I'll say a struggling operation. Because they were small, they had to depend on small contracts and couldn't plan ahead more than six months or so.

"All that's changed of course since they merged with Gulf+Western. Being part of Gulf+Western means they can plan ahead five, six, seven years. And they've already gone from one plant to six.

"It's meant a lot to the employees, too. For one thing, there are five times as many employees than before the merger with Gulf+Western nine years ago. And now they've got an awful lot of security. The kind of security you can get with a major company. They have fringe benefits the original company just couldn't have afforded.

"Gulf+Western even supports and pays for a training school here in Manchester where unskilled people can learn a trade in a specialized course. And they're paid while learning.

"As for getting ahead, the vice president of manufacturing started out as a foreman. And his assistant began as a toolmaker.

"The same kind of things happened to The Klock Company, another Manchester firm which merged with Gulf+Western.

"All in all, the mergers with Gulf+Western have been good for Manchester. More jobs. Better pay. More money spent here in town. And more tax revenues.

"A company can't do much better than that."

Nathan Agostinelli, Mayor
Manchester, Connecticut

Gulf+Western
The 21st Century Company

Jean Barber Goes the Extra Mile —And Readers Love Her For It

By Joyce K. Megginson

COCOA, Fla.

"In every community, we hope for someone who is willing to make that little extra effort to afford recognition for those who are attempting to provide a public and community service. We on Merritt Island have found such a person in Mrs. Jean Barber of your newspaper." So began a recent letter to the editor of the *Evening Tribune* from the president of the Merritt Island Woman's Club.

"The Merritt Island Woman's Club, like other similar organizations, is involved in many activities and programs for community improvement and service. In order for these activities to have the maximum benefit and success, recognition and publication in the press is essential. Publicity gains public participation and recognition encourages and rewards volunteer workers.

"To keep up with the many activities in progress requires vigilance and much time on the part of your representatives. Mrs. Barber has consistently kept up with our activities and has used much of her time attending our events in order to report the aims and results of these activities.

"It is with gratitude that we bring to your attention Mrs. Barber's unselfish service, both to her community and to your newspaper."

Not bad for an unsolicited testimonial.

MRS. JEAN BARBER—She's off again in her "bug" . . . to cover another banquet . . . or ball . . . or installation of officers for the Evening Tribune, Cocoa, Fla.

Merritt Island is one of six communities covered by Jean Barber, Women's Editor, the Evening Tribune, in the central part of Brevard County, the Cape Kennedy area in Florida. The Tribune, a Gannett paper, is a Monday-through-Friday afternoon daily, a 52-year-old paper formerly named the *Cocoa Tribune*.

In a field of coverage where a cynicism frequently prevails —women's clubs—Jean stands out as a women's reporter and editor who loves what she's doing and is rewarded by a pipeline of appreciative tipsters—and by unsolicited testimonials.

Not that it's all sweetness and scoop. "Sometimes, when the bylaws are getting a full reading, I could scream—well, yawn," says Jean. "But I try to look alert and interested.

"I think it's important for reporters to have good manners. Good manners keep the lines of communication open, and there's no point in making enemies. I work at getting along with people."

Even with publicity hounds or those seeking frequent coverage, Jean works at being polite. "I can usually truthfully say I have a previous commitment when I have repeat requests for photos, and I politely, but candidly, sometimes tell organizations, 'We've printed so much news of your group lately that we can't run anything further now. Thank you for calling and please keep us posted on your future activities.' "

Jean, practically a one-woman department, produces photo features, almost full page, five days a week, writes two columns a week, and wraps up a two-, sometimes three-page women's section for the paper Monday through Friday.

She also occasionally covers for city side for the Tribune and for Today, the Gannett morning daily in the area. She particularly enjoys doing features and personality interviews, but her time for them has been cut short since she started her daily photo features about a year ago.

The photo page is the front page of the second section in the two-section Tribune. Sometimes, she shoots three or four photo stories over a weekend, and she also gets help from a staff photographer, but providing up to 10 shots a day five days a week is par for her. Her whim for whimsy is evident in her twice-weekly column, "What's Going On Here?", but her picture-taking schedule reduces the number of lighthearted features she formerly produced. "Now my whimsy's flimsy," says Jean.

Like so many other reporters, Jean evolved from a journalist to a photo-journalist without ever going to photography school. "I like to take pictures, and I like candid pictures," says Jean. "It helps to make a damn fool of yourself when taking pictures. It gets people to relax so that you can catch them unaware. I usually say something outrageous to get people to laugh and be natural.

"I've learned that people don't have to be good looking to be photogenic. Some people who don't appear to be particularly attractive turn out to be 'nice looking' in the paper if you can get good natural shots."

Jean has photographed everybody from astronauts to kindergarten students. Her section is by no means limited to women's clubs, and she especially tries to give coverage to the activities of children and teenagers.

"A bunch of Brownies who have a bake sale and make $4 for a worthy cause have put forth just as much effort, and deserve just as much commendation, as a woman's club with over 100 members which puts on a fund-raising bazaar," she believes. "Of course, you must temper feeling with judgment."

"It's important to report news of good things kids are doing," Jean says. "Kids in America today are being shot down by their elders and by many of their peers because their appearance and style are different from the previous generation's.

"That doesn't mean I necessarily like long hair, but I'll defend to the death the teens' right to be themselves—with proper restrictions, of course. Every child and teenager should be put on a long leash."

Though Jean is partial to young people, she says that some schools are her worst news sources. "I never hear from them, and when I call, some of them never know what's going on."

Jean tries for wide coverage —from tiny, obscure groups to the biggest social groups. "I think it's important for a home town paper," she says. "We serve a function a larger paper can't possibly fulfill—the people and the miles are too many. To give the widest possible coverage is a personal crusade to me."

She thinks journalism is the greatest. "No other job brings anyone in such close contact with people in all segments of

(*Continued on page* 42)

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Boston-Worcester
is one market sharing finance, transportation, warehousing and distribution.
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Vatican is audited by nosey reporter

How does a newspaperman lift the veil of secrecy on the finances and business operations of the Vatican?

It took an American reporter 10 years to uncover the facts, and his findings have been distributed in a four-part series by United Features Syndicate through its Spotlite service.

Nino Lo Bello is the newsman who "spied" on the Vatican for a decade and wrote a book for Simon & Schuster called "The Vatican Empire." Lo Bello's United Features articles, "How Rich Is The Pope", is based on his book.

Lo Bello's story began in a Rome apartment. Shortly after settling down in his rooms just off Rome's Piazza Bologna to take up duties as a business news correspondent, Lo Bello and his family were left without any water, a dry period that extended for 26 days. When Lo Bello tried to complain to his landlord, he found that his landlord was the Vatican. He also found that the water company that serviced his building was owned by the Vatican.

Revelation

And then his apartment ran dry of gas. Once again Lo Bello was surprised to learn that the gas company was owned by the Vatican. Further digging divulged that the Vatican owned the building Lo Bello was living in as well as all the apartment houses on both sides of the street the newsman lived on.

"So I decided to find out what else the Vatican owned," said Lo Bello. "And I found plenty! I kept close tabs on everything the Vatican did and I made friends with some people who worked behind the Vatican walls. One of my most crucial contacts was made in the gallery of the Rome Opera House where one of the members of the claque worked for the Vatican as an accountant.

"Though he knew I was a newspaperman," adds Lo Bello, "he felt at liberty to reveal some things from time to time. I used to go to nearly every performance of the opera, and later even joined the claque myself, and during all those years I managed to curry his favor." Lo Bello's contact is now dead, "but before he died," says the erstwhile reluctant opera buff, "he did divulge the fact that virtually opened the door into Vatican business operations. He made it known that wherever the Vatican had money invested in any kind of company, the Pope would place one of his 'men of trust' either on the board of directors of that company or into the administration itself, often right into the top post."

Once having found who these so-called "men of trust" were—all of them are laymen whose families are prominent in Roman Catholic Church history—Lo Bello began to dig in with his journalistic spade. Gradually he built up a picture of the Vatican's business enterprises.

(About 15 years ago the American Institute of Management ran an audit on the Vatican and rated its business administration as the equal of that of the Standard Oil Company of New Jersey.)

Lo Bello is firm in his conviction that he has done the Catholic Church a service by explaining the hard facts about Vatican finances. He also feels that as a veteran newspaper reporter, he had to "tell it like it is" before others jumped in and exaggerated the information for anticlerical ends.

Lo Bello, a native of Brooklyn, N. Y., broke into the newspaper business on the weekly *Ridgewood Times*. He then went to the *New York Herald Tribune* and later taught sociology at the University of Kansas. In 1956 he abandoned teaching and went to Rome as a reporter, specializing in economic subjects.

Busy stringer

He served for three years as a stringer for *Business Week* magazine and McGraw-Hill News, before joining the *New York Journal of Commerce* and becoming its Rome Bureau Chief. Later he worked for the Herald Tribune's Rome Bureau and worked on special articles about Italy's economy and became a travel specialist for the Paris edition of the Herald Tribune.

Since writing "The Vatican Empire," Lo Bello and his "landlord" have parted company. Lo Bello moved to Vienna where for the past three years he has served as a roving correspondent for United Features.

•

Short week sought

VANCOUVER, B. C.

Establishment of the shortest work week in the newspaper industry in Canada is the objective of negotiations started with Pacific Press Ltd., for a four-day 28-hour work week by the Vancouver-New Westminster Newspaper Guild, representing 600 *Sun* and *Province* employees.

Publisher's gift helps school

LAS CRUCES, N. M.

Expansion of the New Mexico State University journalism and mass communications program has received a significant boost with a gift from a local publisher.

Joe S. Priestley, executive editor and publisher of the *Las Cruces Sun-News*, provided $2,200 for preparation and transportation of a 426-foot broadcast tower from Advance Industries of Sioux City, Iowa, to its erection site here.

The Iowa firm made the tower, valued at $21,500, available at no cost to NMSU if the school could pay the moving expenses. Priestley gave the funds necessary to complete the acquisition.

In addition to his publishing activites, Priestley is one of the stockholders in Las Cruces Enterprises Inc., a locally-based motion picture production company. The company's first effort, "The Witchmaker," is being shown around the country.

Possession of the tower is an important step forward in the teaching and service plans of the NMSU journalism and mass communications department, according to Harvey Jacobs, department head.

STARTING YOUNG—Day Williams, 15, photographs Carol Quinlan, 15, at typewriter and Sue Pollard, 14, as they work in the Reno (Nev.) Evening Gazette newsroom. Carol and Sue are learning about reporting and Day is learning about news photography in the Teen-age Opportunity Program, which allows youths to explore career opportunities. Gazette managing editor Warren Lerude said the newspaper uses the program to inspire youngsters into journalism careers and give the newspaper a bid for talent long before the high school and college years.

Jean Barber

(*Continued from page* 40)

society. Any job dealing with people is bound to be rewarding. Anyone who doesn't mind working a 60-hour week, including nights, Sundays and holidays, can get in this great profession. To be good at any job, you have to walk the extra mile."

Jean averages two evening and one weekend assignments a week—in addition to her regular schedule. She receives many requests for photo coverage and considers them all. "A routine meeting is not newsworthy, photo wise, but anything anyone calls about is certainly to be considered." She picks up many tidbits for her twice-a-week column when she is shooting photo stories and widens her range of acquaintances and news sources on every assignment.

"Much of club coverage is tedious and dull, but I have a tremendous respect for women I deal with who contribute to community betterment, and who spend time helping children to learn and grow.

"A club that is in business for its own social pleasure and makes no pretense at do-gooding is just as interesting to me as service clubs. Most of the major space industry contractors here have wives clubs for the purpose of establishing friendships and fellowship. These wives have been relocated here, because of their husbands' space effort jobs, and have no roots here, and such clubs provide a real service. Otherwise, these uprooted women could lead a completely insular existence here."

Jean is herself a space age wife transplanted here. Her husband, Tim, is an engineer with TWA in the Apollo ground support program. The Barbers moved here in August, 1963. Jean says she tried being a beach bum at first, but she instinctively kept running into the Tribune with news bits and leads for pictures and stories, so she finally joined the Tribune staff.

She sold and wrote entertainment advertising in the beginning, and had an entertainment column twice a week, and then she switched to the editorial side three years ago in the women's section. She became women's editor two years ago.

Her column, "What's Going On Here?", usually starts out with her observations of the local events of the week, and her observations are sometimes humorous, sometimes philosophical or sentimental. "People like the light touch, and they like pathos, too," Jean says, "and everybody likes to see his name in the paper, whether he admits it or not."

Dozens of residents get their names in the paper each week via Jean's columns. Each column usually ends up with a rundown of who's doing what, items gathered on her rounds. She avoids the customary saccharine tone of gossip columns and writes with a refreshing lack of clichés.

Although she respects the honestly stated raison d'etre of any organization, she says she has the most respect for service clubs, groups which help crippled children, hospital patients, and others needing help. She has two outside activities herself. She's a "pink lady" in the hospital auxiliary and she's Americans Abroad Coordinator for the American Field Service, international student exchange.

Jean's a bug on travel herself, an inclination that is handily indulged by her husband's association with TWA. Airline employees and their families get reduced rates and the Barbers usually take two big trips a year. They've visited from Hong Kong to Scandinavia and Jean feels that the fact that she's traveled a lot gives her an advantage.

"I've met and know a lot of people of other nationalities, and I have respect for 'the other guy who is different.' I don't think I'm any better than anyone."

Jean was born in Chicago, grew up in Oak Park, and was a journalism major for three years at the University of Illinois, where she worked on the Daily Illini, writing and selling advertising. ("I always seem to come in the back door in journalism.") Her parents gave her a choice of Europe or her senior year, and she chose Europe.

After her European tour, she sold several short stories to the Chicago Daily News, and then she wrote travel brochures for a travel bureau in Chicago. She got so enthralled with her own "star-kissed seas" copy that she kept taking vacations to the dream spots she wrote about—until she got fired.

Now, when she takes off for her twice-yearly trips, stringer Patti Caputo subs for her at the Tribune.

Jean likes to interview. "With some people, it's hard to dig the story out that you know is there, but it's a very rewarding feeling when you do. There are women in the space industry here with fascinating technical jobs, but they're sometimes the toughest to extract anything from."

Jean has lots of faithful readers who call in with or send her news. She is receptive to her news sources whether or not she can use the item and says, "The only thing I resent is the effort to get free advertising on the editorial pages. Some of the cosmetics companies are the worst offenders in this respect."

As for her views on journalism, she says, "The important thing is telling the truth in reporting without too much opinion of the writer being projected."

Jean is the unofficial staff poet for the Tribune. Some of her light verse is published in the paper, but most of it is "inside"—written on the occasion of the retirement or departure of a fellow staff member and presented appropriately at going-away parties.

Greeting card copy frequently goes hand-in-hand with light verse, and Jean's had a hand at that, too. During her housewife days in Parkersburg, W. Va., she and a half dozen other créative housewives wrote and sold greeting cards under one common pen name.

In Parkersburg, she acquired the background of being "publicity chairman for everything" that so many women's editors seem to have—and finally decide they may as well be paid for. While there, from 1951 to 1963, she was also continuity director for WTAP radio and tv and was in charge of women's programming, and she was a kindergarten director and teacher for several years.

In her Parkersburg years, she was also community services director for Wood County Bank, she put out a state newsletter for West Virginia hospital auxiliaries, and she handled publicity for the Red Cross for Parkersburg and Charleston. (She didn't do all these things simultaneously, obviously.)

While Jean was touring Europe instead of being a college senior, she met her future husband—at a crap game in Naples. Only Tim was playing, though—Jean was an innocent bystander. Tim was also a college student. He finished his degree and the Barbers got married and lived in Charleston, Tim's home town.

While washing diapers by hand and raising their five young children (one died in infancy), Jean wrote a radio series on West Virginia historical notables and another on "musical pictures." Both were broadcast during school hours and used in local classrooms. This took place in the days before television and the music series was continued in the classroom for 13 years.

In her varied writing career, Jean also worked for a reference book publisher and researched answers to questions from subscribers.

She will admit to writing fiction in high school, but says her age will remain forever undisclosed. "I lie about my age so much that I don't even remember it."

Writing seems to run in her family. Her brother is the author of two published books, one on archery and one on knife-throwing. He is now working on his third and fourth books simultaneously.

Jean's son, Danny, 24, already appears to have a 20-year career in writing. He has been the recipient of numerous writing awards and journalism scholarships, and in his short life has been editor of the Miami Hurricane at the University of Miami in Coral Gables, editor of the Merritt Island News, sports editor of the Brevard Sentinel-Star, sports editor of The Evening Tribune, assistant to the athletics publicity director at the University of Florida, editor of the Florida section of a travel book, editor of his high school paper and junior high paper, and contributor to Parkersburg papers while he was in high school. When Danny was in the fifth grade, he wrote and sold a greeting card verse.

Jean and Tim also have a married son, Jimmy, who is an engineer with Pan American, and they are the parents of twins who have just graduated from high school.

Jean is both gracious and irreverent. I know. When I was interviewing her for this story, my car conked out and I called her and asked her to pick *me* up for lunch. She did, graciously. And then we both swore at the frustration of mechanical things.

Critics meet musicians at seminar in Florida

ATLANTA

Music writers and critics from Southern newspapers will engage in five days of discussions with conductors, composers and musicians at Daytona Beach, Fla., July 30—August 4.

The occasion will be a seminar sponsored by the Southern Newspaper Publishers Association Foundation in cooperation with the Daytona Beach Music Festival and the London Symphony Orchestra. The Seminar will be built around the music to be played at four concerts. Attention will focus on "Concerto for Orchestra," which was composed by Oliver Knussen, 16-year-old British composer-conductor on commission by the Festival. Knussen will discuss his work with the music writers both before and after its performance, which he will conduct.

Others who will engage in seminar discussions with the music writers are Andre Previn, principal conductor of the London Symphony Orchestra, and Stuart Knussen, president of the orchestra and principal bass and Oliver's father. Critics from leading London newspapers will be in Daytona Beach for the Festival and will join the seminar.

The list of Southern music writers who will attend the seminar was announced by Reed Sarratt, executive director of the SNPA Foundation.

It includes:

(Mrs.) H. Brandt Ayers, *Anniston* (Ala.) *Star;*

Richard Banks, *Charlotte* (N. C.) *Observer;*

Miss Estelle Belanger, Huntington (W. Va.) Publishing Co.;

(Miss) Ann Carter, *Atlanta* (Ga.) *Journal;*

Francis L. Church, *Norfolk* (Va.) *Ledger-Star;*

David Cook, *Tallahassee* (Fla.) *Democrat;*

(Mrs.) Jean Culbertson, *Jackson* (Miss.) *Clarion-Ledger;*

Emile J. Hodel, *Beckley* (W. Va.) *Post-Herald;*

Jerry Kerns, *Meridian* (Miss.) *Star;*

(Mrs.) Terry Johnson King, *Miami* (Fla.) *News;*

Willard M. Lewis, *Arkansas Gazette*, Little Rock;

(Mrs.) Claire H. McPhail, *Charleston* (S. C.) *News and Courier;*

Robert Martin, *Tampa* (Fla.) *Times;*

Gynter Quill, *Waco* (Texas) *News-Tribune* and *Times-Herald;*

Oliver Roosevelt, *Birmingham* (Ala.) *News;*

Charles Scarborough, *Richmond* (Va.) *News-Leader;*

(Miss) Mary Nic Shenk, *St. Petersburg* (Fla.) *Times;*

Patrick E. Taggart Jr., *Waco* (Texas) *Tribune Herald;*

(Mrs.) Vianne B. Webb, *Newport News* (Va.) *Daily Press* and *Times Herald;*

(Miss) Jo Werne, *Miami* (Fla.) *Herald;* Jack Williams III, *Waycross* (Ga.) *Journal-Herald.*

The seminar is the fifth of 10 to be sponsored in 1969 by the SNPA Foundation. The seminars on the schedule for the remainder of the year are: "Air and Water Pollution," Sept. 8-11, Vanderbilt University; "Exploring the Moon and Planets," Sept. 28-Oct. 3, University of Virginia; "Urban Transportation and Public Policy," Oct. 19-23, University of Alabama; and "Innovations in Elementary and Secondary Schools," Dec. 15-19, University of Florida.

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New York Times extends contract for roto printing

The New York Times Company and Publication Corporation have signed one of the largest rotogravure printing contracts ever negotiated.

The contract, effective through 1981, extends the firms' existing agreement which was to have expired in 1971. Under its terms, Publication Corporation's Alco Gravure Division will print the *New York Times Magazine*, its special fashion sections, the *New York Times Book Review*, and all advertising sections printed in rotogravure published by the *New York Times*.

The estimated printing volume involved runs well into nine figures. In anticipation of the New York Times Company's increasing rotogravure printing requirements, Publication Corporation is investing more than $7 million in new equipment and expansion of its Alco Gravure plant in Hoboken, N. J.

Publication Corporation, a subsidiary of Crowell Collier and Macmillan Inc., has been printing supplements for the New York Times since 1950.

By Roy H. Copperud

Was it a cat?

We (not the editorial *we*, but you, the readers, and I) had some fun a couple of years ago with palindromes, those strange verbal beasts that read the same backward as forward (*e. g.*, "Was it a cat I saw?" and "Madam, I'm Adam"). The columns I wrote on this subject brought in so much mail I briefly considered giving up usage and devoting full time to this entertaining though esoteric topic.

I see every reason, then, why I should no longer hold back some palindromes sent to me by readers at that time. Joel S. Newman of Charleston, S. C., who described himself as a collector of palindromes, submitted "Do nine men interpret? Nine men, I nod" and "No misses ordered roses, Simon."

Robert B. Frazier, associate editor of the Eugene (Ore.) *Register-Guard*, devoted an editorial-page column to the subject, including among others a double-reciprocating palindrome in Latin, attributed to the late Alfred Broe of Eugene:

SATOR
AREPO
TENET
OPERA
ROTAS

which means, he said, "Sator holds the handles of the plow in plowing." It reads not only backwards, like any self-respecting palindrome, but also down from the upper left and up from the lower right. It can be turned upside down, provided it is read from right to left, and thus qualifies as a SOXOS or a NOIZION (terms invented by Hub Keavy of Laguna Beach, Calif., and Paul Sargent Clark of New York City, respectively, to describe such sophisticated varieties of palindromes).

The weekly newsmagazine was admonished (not, I hope, in vain), Frazier continued: "Live on, *Time*, emit no evil." He also gave the parliamentary "Rise to vote, sir." And CHOICE COD reads the same when held upside down before a mirror.

Wayward Words

A. m. and p. m. often used redundantly: *6 a. m. this morning, 9 p. m. tonight.* The meaning of a. m. is *ante meridiem* (before noon; p. m. means *post meridiem* (after noon). Pretty elementary, to be sure, but the frequent misuse of these indicators shows that their meanings are not always kept in mind.

* * *

Another with a number is sometimes criticized: "Eighteen persons were summoned as witnesses and another six were interrogated." The reason given for the criticism is that another means *one more of the same kind*; thus it would be correct only if the second figure were the same as the first. This does not stand up against dictionary definitions of *another*, however, one of which is "distinct, or different, from the one considered." Leaving out *another* makes the quoted sentence ambiguous, and all in all the criticism seems captious.

* * *

I have commented a time or two on the expressed preference of some Negroes, particularly those that are generally described as militants, for the term *black* over *Negro*. *Negro*, however, remains the preferred term among members of that race generally, according to a poll published by *Newsweek* (June 30, 1969). *Negro* was the term liked most by 38% of the sampling; *colored people* was second, with 20%, and *blacks* a close third, with 19%. *Afro-American* was fourth, with 10%. The terms liked least were *colored people* (31%) and *blacks* (25%).

IN HIS WIFE'S NAME

The Weekly Editor

By Newton H. Fulbright

What does a newspaper reporter do after he has gone into advertising and made a little money?

If he's Hershel M. Brown, late of the *Bethlehem* (Pa.) *Globe-News* and the *Pittsburgh Post-Gazette*, he goes into the newspaper business again, as publisher of two weeklies in New Jersey.

Brown was vicepresident, account supervisor and plans board chairman at the Philadelphia headquarters of Al Paul Lefton Co., Inc., when he resigned last year to become on November 1 the owner and publisher of two New Jersey newspapers — the 132-year-old *Bordentown Register-News and* its sister weekly, the *Leader* of nearby Wrightstown. The Register-News serves six townships and municipalities in northern Burlington County with a population of more than 27,000, and the Leader, founded in 1952, reaches about 19,000 military personnel and their families at Fort Dix, McGuire Air Force Base and the Lakehurst Naval Air Station.

How has he made out since last November? How does he like the change?

"Fine," Brown said, when interviewed from behind an old-fashioned roll-top desk, the only one left, he claims, in his part of New Jersey.

The desk didn't come with the two newspapers when Brown bought them from the Magee Publishing Co. "I hunted three months for it," he said. "You can't hardly find them any more. I found this one over in Trenton, in a second-hand furniture shop. It had been the property of an automobile used parts dealer. He used to keep small parts in these drawers. I find them handy to stow notes, clippings and even change I pick up from newsstand sales of the papers."

What he has accomplished, in becoming a publisher, Brown said, "is to move from behind a Herman Miller desk at my old agency to a turn-of-the century roll top beauty. This probably has some mystic significance—but I haven't tried to roll back time. We've been moving forward here, keeping up with the times.

Hershel M. Brown, publisher (left) of the Bordentown (N.J.) Register-News and the Wrightstown (N.J.) Leader, reviews current front pages with M. Scott McGlasson, editor of both publications. Green eye shade rests on 1849 ledger book atop the oak roll-top desk. Only the roll-top is currently in use

"We've beefed up our editorial product. An assistant editor was added last January—M. Scott McGlasson. New stringers have been put on in four of our six townships where we, frankly, had very thin news coverage. Two new photographers are working steadily, on a free-lance basis. A full time circulation manager is with us (who also handles miscellaneous other duties)."

Brown said he has been content to maintain circulation of both papers—the Register-News at last year's 6,255 paid, and the Leader at an average 10,500. "Very little effort has gone into building added circulation," he said, "because we already are at a very high level—70 percent household coverage for the Register-News and about 64 per cent for the Leader."

Advertising linage, he said, "has been building slowly but steadily, with a rather remarkable spurt in the last four months. For example, last November and December our automotive category totaled 44,296 agate lines—with only a pinch of national factory linage.

"Last April and May, in just two months, we ran 79,078 agate lines of automotive—again almost entirely local dealership. Maybe, hopefully, we'll be able to get the Detroit people to recognize that local dealers need local support in addition to the national campaigns they back so heavily."

But aside from modest success, Brown believes that publishing has its spiritual rewards.

"Moving from an organization billing in the lower eight-figure category to one handling a low six-figure volume brings other adjustments," he feels, "to one's thinking. For the first time in years I can detect a direct and immediate result from my labors. The channels of communication are very short and fast-moving—whether to readers or advertisers. And the reactions are startingly quick. They either hate a story or love it, right away. The ads either sell merchandise or die behind the cash register within 24 hours after publication.

"It's good for the soul (and one's business sense) to get away from high-priced computer research and down-to-earth where the people are. Theories of marketing, journalism and advertising are either proven true or whipped to death by the weekly reality of our little country sheets."

Brown calls his firm the Lorraine Publishing Co.

"Our company name, in case anyone asks," he said, "is for my wife. It's named after her. After all, anyone could have called it the Brown Publishing Company."

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Ex-reporter studies work of policemen

PHILADELPHIA

Jonathan Rubinstein, a former *Philadelphia Bulletin* reporter, has been given a $35,714 grant to study the work of city policemen. The grant was made by the Law Enforcement Assistance Administration through the University of Pennsylvania's Center for Urban Research Experiment for a two-year study of "Police Patrolmen in an Urban Environment."

Rubinstein, a Harvard Ph. D., served on both the night police beat and civil courts beat while on the Bulletin staff.

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Classroom

(*Continued from page* 15)

article, says: ". . .We are forced to conclude that much of the so-called educational reform movement has been blunted on the classroom door . . . one is forced to ask whether our educational system serves even 50 percent of its clientele in reasonably satisfying ways."

Teachers involved

Yet interest in serving schools is growing among newspapers. ANPA Foundation surveys show that 350 newspapers have local programs which involve more than 47,000 teachers, 17,000 schools, 3 million students and nearly 68 million copies annually of daily newspapers.

Many of these newspapers hold local workshops, and currently there are 21 summer workshops at universities across the country in addition to those sponsored by ANPA Foundation.

Materials now are available in abundance. Most newspapers have trouble keeping enough printed for the demands of their own teachers and those from other areas. Good teaching guides are in demand as evidenced by the hundreds of orders ANPA receives for several guides which have been reprinted for national distribution.

"We have been deluged by orders from all over for the remedial reading unit developed by a Moline, Illinois, teacher," says Stewart Macdonald, manager, ANPA Information Service.

Attendance by newspaper representatives at ANPA seminars, which started three years ago to help newspapers develop local programs, has grown. This year for the first time enough interest was expressed on the West Coast for a seminar there. Five 40-50 man seminars have been held in New York, Chicago and Louisville; each meeting has drawn new newspaper participation.

Test is prepared

The efforts of ANPA also have increased. A full-time staff member, former Connecticut teacher Marvin Maskovsky, was hired last year to direct educational services. In addition to workshops and seminars, ANPA has conducted nine regional publisher-school superintendent meetings, prepared handbooks for the program, formed advisory committees, reprinted teaching units, and contracted for a $30,000 testing program with Educational Testing Service, Princeton, N. J.

PART OF A PRESENTATION in a school which Sallie Whelan uses in her work as Educational Coordinator for the Peoria Jourunal Star.

Dr. John H. Haefner, past president of the National Council for the Social Studies, has been retained as a consultant by ANPA and directs a summer workshop at the University of Iowa where he is a professor of social studies education. He has been a major leader and spokesman for the program.

He is director for ANPA of the national testing program being developed by ETS and co-sponsored by the National Council for the Social Studies. Its objectives are to help schools measure student desire to know what is going on in the world, determine student competence in reading newspapers, and measure student understanding of the role of newspapers in society.

Pre-testing began this year and involved over 60 schools and 5,000 students throughout the country. "ETS says we have a viable test and it will be ready for use by schools next year," Maskovsky reports.

The try-out test itself provided good evidence of the value of the program. It was aimed at both junior and senior high school levels with a control group (non-newspaper-using) for each newspaper-using class tested. "Every kid who had newspaper-training did better than kids in classes with no formal newspaper training," says Maskovsky.

It is, however, almost impossible to measure the use of newspapers as regular classroom materials in the wide variety of subject areas and capability ranges in schools. "We don't have a shred of evidence that we're building the newspaper-reading . . . or reading habit," says Dr. Haefner.

For that, we must rely on the creative, extraordinary teachers who tell us how effective they are.

Dr. Haefner points this out: "In the past 10 years I've learned that there are practical and immediate reasons why the newspaper turns out to be a fundamental and essential tool of instruction in the classroom . . . . .The experience of teachers all over the country is beginning to demonstrate that students will read the newspaper because they find it relevant and because its contemporary nature relates to their own experience and lives. . ."

A Chicago social sciences teacher, Anthony P. Castino, writes in the introduction of a *Chicago Sun-Times* manual for teachers:

"What is happening today is important to all of us, teacher and student alike, and to be able to understand our present condition and how we got this way is no small accomplishment. If we emphasize man and his problems, we are teaching the social studies."

Success stories

No small accomplishment either is the success English teachers are having in reaching students at every level and in teaching "unteachables" with newspapers. There are some convincing success stories emerging, especially in remedial reading and in the teaching of the culturally-deprived. Mrs. Virginia Riggs, a teacher in Odessa, Tex., has discovered that her students, who arrive in her classroom classified as hopeless non-readers, will become readers if they are given interesting, contemporary and relevant materials like newspapers to read and study.

In Mrs. Riggs' case, the students are from the poorest sections of her community. They are Mexican-Americans, blacks and whites. She has used the daily newspaper for several years to teach everything from reading skills to letter-writing and job hunting. And her students have improved themselves. Often, she says, the school is the first place they visit when they come back from service.

But Dr. Daniel Fader of the University of Michigan, is the best-known example. After visiting school after school as an accreditation visitor, he became convinced that poor readers were being ignored and that textbooks were symbols of failure. He talked to many about his idea of using reading material that fights for life on the open market: newspapers, magazines, paperback books. Then he was given an opportunity to try out his theory at a new correctional institution for boys, the W. J. Maxey Boys' Training School at Whitmore Lake, Mich.

The boys who came to the school, convicted of almost every crime, were tough and ready to resist educational attempts. They were non-readers and non-communicators, but they became readers and communicators at the Maxey School.

The results were so amazing that Dr. Fader put a research psychologist to work testing the theory over a two-year period. Verbal proficiency and attitude tests showed a definite relationship to the materials used, which included daily Detroit papers.

Relevant to every course

The program is described fully in *Hooked on Books: Program and Proof*, published in 1968. Dr. Fader says in it: "Each teacher should plan part of his teaching program around newspapers and magazines; they contain matter relevant to every course in the curriculum."

The Newspaper in the Classroom Program is organized to make this kind of teaching common rather than uncommon. The idea has been accepted enthusiastically by the exceptionally creative teacher, but it has barely become known among average teachers.

There is much variety in the program — some programs concentrate on helping students to understand the newspaper as an institution, others focus on reading skills, and still others provide a wide range of ideas for teaching almost every subject with the newspaper and every kind of student, from gifted to slow.

In 10 years, it appears that the progress of the Newspaper in the Classroom Program has been slow, but varied and steady. Almost every newspaper that has started a local program has maintained it and added staffers to handle the service. And newspapers cooperate and share materials with each other.

Next week: The motivation for the newspaper project.

Gannett Co. earnings set new records

ROCHESTER, N. Y.

Continuing record earnings and "excellent prospects for the remainder of 1969" were announced July 21 by Gannett Co., Inc.

Per-share earnings for the second quarter advanced seven cents from 53 cents in 1968 to 60 cents this year, Paul Miller, Gannett president, reported in a letter to shareholders.

Second quarter net income rose to $2,834,119 from $2,522,-559 in 1968, and total revenues to $37,762,353 from $31,689,597.

"For the 26 weeks ended June 29, revenues increased 19.4 per cent to $71,227,728 compared with $59,631,277 for the six months ended June 30, 1968," Miller said.

The 26-week net, before provision for a previously announced loss from sale of a nonpublishing subsidiary, was $4,367,527, or 13.1 per cent higher than the $3,860,883 recorded for the first half of 1968.

"Income per share before the special item was 92 cents as compared with 82 cents for 1968," Miller said. "The extraordinary charge reduced earnings per share for the first half of 1969 to 89 cents, still a record high for any first half."

Miller noted the completion of the purchase July 1 of morning, evening and Sunday newspapers at Pensacola, Fla., from Perry Publications Inc. for $15.5 million, and said, "No Gannett common stock, warrants or securities convertible into common stock were involved in the transaction."

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Past week's range of stock prices

	July 16	July 23
(New York Stock Exchange)		
Berkey Photo	19¼	18¾
Boise Cascade	65¾	63¼
Capital Cities Bdcstg	32¼	31½
Cowles Communications	11	10½
Crowell Collier	32¾	32⅝
Crown Zellerbach	34¼	34¼
Cutler Hammer	36¾	38¼
Dayco Corp.	39¾	40½
Eastman Kodak	74¼	75⅜
Eltra Corp.	29¾	29¼
Fairchild Camera	69⅛	64⅜
Foote, Cone, Belding	12	11¾
Gannett Co.	35½	35½
Georgia Pacific	42⅝	42¼
Great Northern Paper	53	52⅝
Harris Intertype	65⅜	67
Inmont	19¼	18⅜
International Paper	35½	37¼
Kimberly Clark	63⅛	62⅝
Miehle-Goss-Dexter	26	27¼
Time Inc.	47⅞	40½
Times Mirror	43¼	41¼
(American Stock Exchange)		
Digital Equipment	60⅝	64¼
Domtar	12¾	12⅝
Ehrenreich Photo	29⅝	29½
Milgo Electronics	22⅞	23⅜
New York Times	49⅞	48½
Papert, Koenig, Lois	21¼	18⅝
Wood Industries	13½	12⅞
(Over the Counter)		
Booth Newspapers	40	40
Boston Herald-Traveler	30	30
Cincinnati Enquirer	35	35
Dow Jones	123	121
Downe Comms	16	19
Doyle, Dane, Bernbach	22	23
Federated Publications	46	46
Grey Advtg	16½	16¾
Hurletron	7¼	7¼
Knight Newspapers	33	32½
Lee Enterprises	18½	18
Ogilvy, Mather	20¼	20¼
Photon	18	18½
Post Corp. (Wis.)	16	16½
Richmond Newspapers	33	32¾
(Canadian Exchanges)		
Abitibi	8⅞	9
B. C. Forest	31¾	32½
MacMillan, Bloedel	30⅝	30½
Southam Press	60¼	59½
Thomson Newspapers	17	17

New York Times has $7.4 million net for 6 months

The New York Times Company had a record consolidated net income of $7,481,000 in the first six months this year, equal to 86 cents a share of 8,448,-356 shares of common stock outstanding.

This compared with the net in the corresponding period last year of $6,171,000, or 71 cents a share on 8,372,206 shares, adjusted to give effect to the four-for-one stock split last October 3.

Operating revenues also reached a new high of $118,595,-000, up from the $106,731,000 total a year earlier.

Advertising continued at a new high both in linage and in dollar volume in the initial half this year, amounting to 44,771,-123 lines, an increase of 950,-346 lines over the 1968 period. Help wanted advertising continued strong through the period in volume and in gain. Advertising rate increases averaging about 13 cents a line have been announced generally effective Aug. 1.

Circulation was down slightly, averaging 942,312 weekdays, or 2,690 less than last year while Sunday circulation of 1,485,938 was off by 35,138. The weekday loss reflects a comparison with unusually heavy gains in 1968.

This year's average, the report notes, is higher than that of any year previous to 1968. The company also explained that Sunday circulation had not yet fully recovered from newsstand price increases early last year.

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Back to their beats

WATERBURY, Conn.

Robert Veillette and Wayne Lindberg, former staffers, have returned to the *Waterbury Republican* as reporters after completing U. S. Army obligation.

Actor is accused of 'nonsense' in news criticism

Wes Gallagher, general manager of the Associated Press, didn't think Robert Montgomery, the actor and television producer, knew what he was talking about when it came to news, and neither did Roger Tatarian, editor of United Press International.

Montgomery had said, testifying at a Federal Communications Commission hearing in Washington this week, that the wire services were picking up bad habits from television.

Montgomery let it be known that he didn't think much of television. Network programs, he said, had preached lawlessness and violence, presented a false picture of American life, spread falsehoods through advertising and had put fear in politicians.

"And because broadcasters are the largest purchasers of news wire service," he added, "even these once-proud bastions of objectivity have a tendency to stand in awe of the broadcasting industry."

Montgomery concluded his testimony by stating:

"I want to know how well these hearings on network domination of programing are going to be reported."

Gallagher's comment was: "Montgomery's statement about the news services is sheer nonsense. News services report the news as it happens—whether it is good or bad."

Tatarian said:

"It is clear that the news services are outside Mr. Montgomery's greatest area of expertise. The fact that this comment is being solicited [by E&P] should satisfy him that the news services were indeed reporting the hearings, including his own remarks."

The FCC hearing was on a proposal to limit the activities of the networks in program production and syndication.

•

Boating awards opened to pictures, cartoons

BOSTON

Newspaper photographers and cartoonists will be able to compete with writers and editors for the 1969 Thomas Fleming Day Award for boating Journalism.

Dr. David Manning White, chairman, Journalism Division, School of Public Communication, Boston University, made the announcement.

Deaths

ROBERT D. BYRNES, 68, Washington correspondent for the *Hartford* (Conn.) *Courant* for 24 years; July 20.

* * *

DEAN GYSEL, 35, radio-tv columnist for the *Chicago Daily News* the past three years; July 18.

* * *

BENJAMIN ANSLOW, 81, retired (1962) circulation manager of the *Bucyrus* (O.) *Telegraph-Forum;* July 7.

* * *

GEORGE MCCALLUM JR., 66, retired (1960) chairman of the board of Booth Newspapers Inc. of Michigan; July 15.

* * *

DENMAN THOMPSON, 81, retired (1949) sports editor of the *Washington* (D. C.) *Evening Star;* July 18.

* * *

MERVIN H. BROWNE, 65, Washington correspondent for the *Buffalo* (N. Y.) *Evening News* for 22 years; July 15.

* * *

LAWRENCE L. BROCKMAN, 81, retired (1952) stereotype department superintendent for the *Spokane* (Wash.) *Daily Chronicle,* July 3.

* * *

LOUISE K. EDWARDS, 64, reporter for the *New Castle* (Ind.) *Courier-Times* for 30 years; June 29.

* * *

TOM SHOWALTER, 64, managing editor of the *Crawfordsville* (Ind.) *Journal-Review;* July 9.

* * *

RICHARD K. BROME, 52, news manager of the Ottawa bureau of *U. S. News and World Report* and former Ottawa bureau chief for *UPI* in Ottawa; July 12.

* * *

JAMES J. KROUSER, 93, publisher of the *Oxnard* (Calif.) *Courier* from 1913 to 1940; July 14.

* * *

EDNA JOHNSON DUNLOP, 95, a former assistant city editor of the *Milwaukee* (Wis.) *Journal;* July 15.

* * *

FRED L. STROZIER, 60, Associated Press reporter and manager in South America for many years; broadcast membership executive and assistant secretary of the corporation; July 16.

* * *

EDWIN A. LAHEY, 67, roving reporter for Knight Newspapers; former Washington bureau chief in a 42-year career as newspaperman; July 17.

* * *

GERARD DERY, 67, city hall reporter for the *Montreal Star* for 25 years and a star reporter since 1929; July 4.

Hoe Company

(*Continued from page* 9)

delivery on a press order that is almost 90% finished.

During one of the discussions Judge Ryan expressed surprise at learning that Hoe had a foreign sales subsidiary, Ampress Inc. This fact came out when a New York bank reported it held $1.5 million in Australian notes on the account of Mirror Newspapers there for press equipment.

The judge declared he wants to know more about this phase of Hoe business and he also directed the accountants' attention, he said, to the Hoe division that manufactures saws. It has plants in Alabama and Oregon.

It had been suggested by one of the attorneys that the court might provide security for advance payments by attaching the Australian notes and giving a mortgage on the Bronx real estate but Judge Ryan said he was reluctant to do this.

While his own plan goes forward, the Securities and Exchange Commission has begun a separate investigation of Hoe stock trading over the last two years when it soared from around $12 to $160 and then plummeted to $13 when news of its poor financial condition broke.

Tax payments due

Judge Ryan noted that other government agencies — the Internal Revenue Service, among them—have a direct interest in the Hoe bookkeeping. Not only have withholding taxes not been paid, up to the sum of $250,000, but pension fund payments are in arrears, Judge Ryan said. The last official audit of the company was made for the period ending September, 1968.

It was Judge Ryan's observation that the company's books and records are "a mess."

On the top of the list of creditors is the Talcott firm with liens amounting to more than $12 million for loans that bear 13% interest. The company's representative acceded to the judge's request to lend up to $750,000 more at 7½% on accounts receivable of $1.2 million. The court promised to return Talcott's payroll advances out of the first money received from customers under his pre-payment order.

Subject to renegotiation are orders that total approximately $20 million. The customers on the judge's "B" list include:

Triangle Publications, *Newsday*, Richmond Newspapers, *Long Island Press, Akron Beacon Journal, Sarasota Herald Tribune, Allentown Call Chronicle, Plainfield Courier-News, Woonsocket Call.*

Lancaster Newspapers, *Milwaukee Journal* and *Sentinel*, an- *Traveler, Rock Island Argus, Atlantic City Press, Perth Amboy News Tribune, South Bay Daily Breeze, Long Beach Independent, Press-Telegram*, Southam Newspapers;

Dayton Newspapers, *Levittown Courier Times, Bangor Daily News, New Britain Herald, Jornal do Brasil, Sydney Mirror* and *La Razon* of Buenos Aires.

4 presidents since 1963

Judge Ryan has commented occasionally on the succession of changes in top management at the Hoe Company in recent years. The firm has had four presidents since June 1963. At that time R. Palmer Hollister, a longtime employe, was moved up to succeed the late Joseph L. Auer, who had been the company's chief executive officer for more than 20 years.

Hollister's resignation was announced late in 1966 and Thomas F. Hanley, chairman of the board, assumed the duties of president and chief executive officer. In February, 1969, Arthur Gordon was elected president in a group of promotions.

Shortly after the company's difficulties became public knowledge in April, Hanley and Gordon resigned and the board named Burton C. Polglase, an engineer, to the posts of chairman, president and chief executive officer. Judge Ryan remarked that Polglase, who was listed as receiving a salary of $60,000 a year, was not being overpaid.

But, the judge added, he is anxious to get the audit report so he and the trustee can determine where cuts can be made in the Hoe operational costs. Galgay, the trustee, is a former chief of the Antitrust Division office in the New York district. He has retained the firm of Winthrop, Stimson, Putnam & Roberts as counsel, with Edwin J. Wesely as attorney in charge.

•

Journal Co. buying printing house in N.Y.

Tempo Communications, Inc., a subsidiary of the Journal Company, which publishes the *Milwaukee Journal* and *Sentinel*, announced an agreement to acquire Davis-DeLaney-Arrow, Inc., a New York City printing company that specializes in printing annual reports, quality books, catalogues and sales literature.

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The SNPA seminars

Journalists enjoy 'mind-stretching'

By Rob Elder

They agree it's a great way to jolt tired minds out of old ruts—as one of them said, "It left us all thinking." But beyond that, you get as many opinions as there are participants in the Southern Newspaper Publishers Association Foundation seminars.

For one thing, each seminar deals with a different subject. There will be five this fall—on air and water pollution, space exploration, urban transportation, southern politics, and innovations in public schools.

Add to that the fact that each seminar is held on the campus of a different university. Consider also that among the approximately 25 participants at each seminar there are publishers, editors, editorial writers and reporters from specialized and general assignment beats. Then you may have some explanation for the range of reaction.

Escape from routine

The consensus among nearly everybody involved is that the basic idea—escaping from daily deadlines to go back to school for four to six days of in-depth discussions about anything except journalism techniques—is a good one.

On details of how it's done, however, the consensus is matched by diversity, disagreement and outright contradiction.

For example, when a seminar was held at Emory University last March on the subject, "Violence and Dissent in Urban America," in addition to swapping ideas with professors from various fields, the participating newsmen were brought face-to-face with panels of ghetto blacks, a white hippie, and militant students of both colors.

"I was most impressed with the panels," one reporter recalled afterwards. "They were real. They didn't come out of textbooks—and that, after all, is what I believe this whole journalism business is all about." But another journalist was simply turned off by the panel discussions, and described them as "rather tiresome."

One thing the participants agree on is the value of swapping points of view with other newsmen from the 14 SNPA states; many rate the informal, after hours discussions as important as the classroom sessions.

A side benefit is that the newspaper men and women get a firsthand look at where the action is on a variety of university campuses. A Tennessee publisher who attended an SNPA seminar on space technology at the University of Texas was walking across the campus when he suddenly found himself surrounded by a student demonstration. That experience, as well as the roundtable discussions with space scientists, provided material for his column when he returned home.

It is not oversight that no facilities are provided for filing stories while the newsmen are at the seminars, according to Reed Sarratt, executive director of the SNPA Foundation.

"The participant who has his ear cocked for headlines and current news misses much of the greatest value that the seminar has to offer—insights and background upon which he can draw indefinitely in his works," he explains.

Some of the participants begin finding ways to put their new knowledge to use as soon as they return to their newspapers—and in specific, as well as general ways. The seminar he attended "has already proven to be of considerable value in our newsroom," one participant commented less than a week afterwards. He added:

"Although I realize the sessions are not necessarily designed to be pragmatic, the ensuing conversations at this end have generated several story ideas and new approaches."

Idea notebook

An assistant managing editor who attended the same seminar reflected, "I didn't take all that many notes, but after arriving home I started jotting down ideas that had been stimulated by the seminar. Before running dry, I'd covered four notebook pages. Not all of them are good, but some are."

When the Southern publishers launched the seminar series in January, they became the first regional newspaper industry group to undertake a program aimed at improving the news and editorial content of newspapers. The SNPA trustees committed the association to raise $425,000 over a five-year period to match a grant of the same amount from the Ford Foundation. The trustees also looked beyond the 1973 termination of the Ford grant, planning to continue the program on a permanent basis.

Although the program is expected to expand in the future, the seminars are the starting point. And the five scheduled for this fall provide a representative sample of the kind of material covered when the newsmen sit down to exchange ideas and information with academic and professional experts from each of the fields examined.

The "Air and Water Pollution" seminar will be held September 8-11 at Vanderbilt University in Nashville, Tennessee. The sources and scope of pollution—along with some technological and legislative approaches to its control—will be the subject. Among the topics scheduled for discussion are interrelationships among natural resources, water quality requirements, municipal and industrial waste, biological effects of air pollution, and research and development for pollution control.

Moon and planets

When a group of Southern journalists gather at the University of Virginia September 28-October 3 for an SNPA seminar on "Exploring the Moon and Planets," they'll look at space exploration from the astronomer's point of view. Discussions will focus on what is known about the moon and planets and what scientists want to know in the future—and why. Any early information available from the Apollo 11 moon landing will be included in the subject material.

Meeting at Georgia State College October 19-23 to discuss "Urban Transportation and Public Policy," another group of newsmen will examine new approaches to air, surface and underground transportation. The seminar will draw from the fields of business management, law, economics, engineering, architecture and political science. And the main point will be the impact of transportation on the physical, economic and cultural aspects of urban living.

"The South in American Politics" is the title of the seminar scheduled for November 10-13 at the University of Alabama. Subtopics will include the significance of the 1968 national election, Southern voting patterns, voting rights legislation, the Negro voter, third parties and the Radical Right and New Left.

A seminar at the University of Florida December 15-19 will round out the year's schedule, with "Innovations in Elementary and Secondary Schools" as the subject. The journalists will sit down with educators and other experts to talk about some of the major changes going on in such areas as programs for disadvantaged students, individualized instruction, nongraded schools and new ways of organizing classes and curriculum.

The SNPA program is carried out in cooperation with the colleges and universities of an entire region. By the end of 1969, ten seminars will have been held. In 1970, the program will return to some of the same campuses and branch out to include still other universities.

The journalists are not the only people who profit when newsmen go back to school, Sarratt points out. "In the process, the journalists and the academicians acquire new appreciation and respect for one another," he says.

•

Denver girl wins press scholarship

BOULDER, Colo.

The National Federation of Press Women has selected a University of Colorado graduate to receive its annual $1,000 scholarship. Miss Carol Bozeman, of Denver, a 1969 graduate in political science, is the winner of the federation's $1,000 Helen Miller Malloch scholarship.

She will enroll in September in the Graduate School of Journalism at Columbia University in New York to study problems of the cities and legal protection afforded mental patients.

While at CU, she was summer editor of the *Colorado Daily*, the student newspaper, and she was selected to Phi Beta Kappa.

Miss Bozeman was one of 48 applicants from 31 colleges and universities. Runner-up for the award is Kathryn C. Waters, 1969 graduate of the Medill School of Journalism, Northwestern University.

•

AP bureau change

Arlan E. Schlagel became correspondent of the Fargo, N.D., bureau of the Associated Press effective July 19. He succeeded David Nesvold, who left to enter Brooks Institute of Photography at Santa Barbara, California. Schlegel entered the Fargo Bureau three years ago after serving for two years as news editor and city editor of the *St. Cloud* (Minn.) *Daily Times*.

Francis buys two more papers in Connecticut

LAKEVILLE, Conn.

Robert Francis, president of the *Lakeville Journal* since the end of February, 1969, has expanded his publishing interests by completing negotiations with the Northwest Publishing Corporation of Litchfield to acquire the *Thomaston Express* of Thomaston and the *Connecticut Western News* of Canaan.

The two publishers, C. J. DelVaglio of the Express and W. Ross Grannan of the News, will continue in their posts.

"The plan is to have the two papers collaborate with the Lakeville Journal to some extent in both publication and production areas, wherever such a coalition would improve the product or advance efficiency," Francis stated.

The transaction was handled by George Romano who served as broker when Francis purchased The Lakeville Journal from Ann and Stewart Hoskins in February. The Hoskins, too, agreed at that time to remain as publisher and editor respectively for at least two years.

Of the three papers, the Connecticut Western News is the oldest, having been founded in June of 1870.

DelVaglio acquired the Thomaston Express in 1951, coming to Connecticut from New Hampshire where he had been co-owner of the Newport Argus-Champion.

•

Dr. Allen to teach at Chinese J-school

LUBBOCK, Tex.

Dr. Charles L. Allen, for the past two years professor of journalism and director of graduate studies in journalism at Texas Tech, has been appointed visiting professor of journalism and director of the Mass Communications Center at the Chinese University of Hong Kong.

Allen will serve through the 1969-70 schoolyear, then return to Tech in June 1970. The Chinese university at Hong Kong is patterned after British universities. The institution's journalism department and mass communications center have a faculty of 11.

While assistant dean and director of research at Northwestern University, Allen was a consultant for several years to the Sing Tao newspapers of Hong Kong, owned and published by Miss Aw Sian.

Flash Gordon beat astronauts to moon

Readers of the Flash Gordon comic strip must be wondering whether their space hero's creator was endowed with intuition about the moon landing some 35 years ago.

Now in the King Features Syndicate files, the original Sunday page, January 7, 1934, drawn by the late Alex Raymond, showed the blastoff of a rocket ship that might well have been a prototype of the Saturn 5 on the Cape Kennedy launching pad.

Like Apollo 11, it too carried three astronauts—Flash, Dale Arden, the beautiful girl Flash had saved from a plane crash, and Dr. Hans Zarkov, the scientist who had built the rocket and cracked under the strain of overwork. Dr. Zarkov, who later shared many adventures with them as a friend, then was somewhat unbalanced and forced Flash and Dale into his rocket ship at gunpoint for the perilous space flight.

The "Flash Gordon" strip has anticipated a number of scientific space developments which later became realities. Incidentally, it also set style trends in feminine fashions, notably midriff dresses and platform shoes, and pioneered stream-lined designs of fin-tailed autos and multi-stage rockets.

Dan Barry, whose fine draftsmanship has been compared to Alex Raymond's, has been writing and drawing Flash Gordon since 1951. As early as 1951, a Flash Gordon sequence by Dan Barry had shown a space satellite in use as a prison for desperate criminals and as a landing platform for space-traveling rocket ships. In a 1958 sequence, Dan Barry depicted mining operations on the moon being interrupted by a spaceship from outside our solar system.

Downe has plans for CATV growth with programming

Downe Broadcasting Inc. has been formed as a subsidary of Downe Communications Inc. for the purpose of owning and operating both broadcasting and cable television properties, Edward R. Downe Jr., president of Downe Communications, announced.

Richard M. Galkin was named president of the wholly-owned subsidiary. Prior to coming to Downe Broadcasting, Galkin was manager of CATV operations for Time-Life Broadcasting.

"Downe Broadcasting intends to expand aggressively into electronic media with particular emphasis on CATV in major markets," Galkin said. "We have also formulated tentative plans to enter the field of tv program production to offer program material to both tv stations and CATV systems."

"While we haven't as yet worked out specific details, we expect to draw heavily on the editorial resources and expertise of the three publications owned by Downe Communications — *Ladies' Home Journal, American Home* and *Family Weekly*."

Recently Downe announced the acquisition of Midwest Cablevision Inc., which operates a CATV system servicing Joplin and Webb City, Missouri, and Micom Cablevision Inc., servicing Miami, North Miami and Commerce, Oklahoma.

Whitman's cartoons in Phoenix Gazette

PHOENIX, Ariz.

Cartoonist Bert Whitman has joined the staff of the *Phoenix* (Ariz.) *Gazette*, from the *Stockton* (Calif.) *Record*.

Whitman, born on New York's Long Island and educated in Chicago, had no formal art training and started as a cartoonist on the *Los Angeles Times* when he was 16. Since then he has drawn editorial cartoons for the *Detroit News*, *Cincinnati Enquirer*, the *Miami Herald* and the *New York Post*.

His experiences also include a stint at publishing a comic book, "The Green Hornet." He also drew a strip, "Debbie Dean," which he described as "a girl social worker somewhat ahead of her time." In the 1940's the marijuana problem was not acknowledged and the strip offended many newspaper subscribers.

•

Bergenheim becomes manager of Monitor

BOSTON

Robert C. Bergenheim has been elected manager of the Christian Science Publishing Society to succeed Bruce G. McCauley who resigned to become general manager of the *New York Daily News*. McCauley had served as manager of the Publishing Society since 1962.

Bergenheim began his career in 1941 as a copyboy on the *Christian Science Monitor*. He became assistant manager of the publishing company in 1965.

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JEAN ADAMS
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EMMY LOU D/S
GINGER D
PIXIES D/S
STEES SEES W/S
STRANGE AS IT SEEMS D/S
TARZAN D/S
THE DROPOUTS D/S
THE GOOD OLD DAYS W
THE GOOD OLD DAYS— ANTIQUES FAIR S
THERE OUGHTA BE A LAW D/S

220 East 42nd St., N.Y., N.Y. 10017

Submitted 80,000 entries

Two college students win moon time contest

CAPE KENNEDY, Fla.

Two California college seniors who spent 40 hours submitting 80,100 entries to the nationwide "Man on the Moon Contest" came within five seconds of the moment Neil Armstrong stepped on the Moon July 20.

Phil Schoenwetter of San Rafael, and Bruce Wesner of Sonoma teamed up to win the contest, which was co-sponsored by TODAY, the Gannett newspaper at Cape Kennedy, and nearly 200 other newspapers in the United States and Canada.

They won an expense-paid vacation for two weeks, anywhere on earth of their choice.

Newspaper readers submitted more than 300,000 entries to the contest, but no one picked the exact second Armstrong landed. Schoenwetter and Wesner picked 9:56.15, eastern standard time, five seconds before the landing.

The second closest was E. F. Hodge of Sagelite Beach, near Cape Kennedy, who won $1,000.

Schoenwetter, who is working his way through Pacific Union College at Angwin, Calif., said the two planned to take their two weeks in Switzerland on a skiing holiday during their Christmas recess from college.

Schoenwetter said they spent 40 hours filling out facsimile forms from an entry blank in the *San Rafael Independent-Journal*, one of the co-sponsoring papers. They accomplished their feat in the final four days of the contest, which ended May 1, and worked through their final exam period at college.

The contest was originated by Today as "our way of bringing attention and paying tribute to our nation's space program and the people of the National Aeronautics and Space Administration, the Air Force, and others who have made our space efforts so successful," Al Neuharth, president of Gannett Florida, said.

•

Ernie Walker retires; circulation director

CLEVELAND

J. Ernest Walker is retiring as circulation director of the *Cleveland Press* after an association with the business for more than 50 years. Walker was employed at the Press for 18 years.

He began his career in 1917, at the age of 11, delivering papers in Knoxville, Tenn. In 1922 he began working full-time for the *Knoxville Journal*. Then in 1937 he joined the *Knoxville News-Sentinel* where he rose to the post of circulation manager. In 1951, he was transferred by Scripps-Howard to Cleveland.

John Shannon will continue as circulation manager of the Press.

MICHAEL A. ANDERSEN, formerly staff photographer for the Lawrence (Kansas) Journal-World, is now a staff photographer for the Boston Record-American.

Raceway publicist

RIVERSIDE, Calif.

Jack Mathews, former auto racing writer for the *Riverside Press-Enterprise*, has been appointed publicity director of Riverside International Raceway. As a staff writer at the Press-Enterprise, Mathews also was the outdoor sports editor and had previously worked as a crime and court reporter.

•

Saturday action

Talk about Saturday readership. . . . A six-paragraph story published in one edition of the *Cleveland Press* on a Saturday telling of the Cleveland Advertising Club's search for the oldest American flag, brought 700 telephone calls!

4 auto companies endow scholarship in Wilkie's name

DETROIT

The generosity of Detroit automobile manufacturing companies has assured that the name of one of the nation's best known newsmen will be perpetuated indefinitely.

He was David J. Wilkie, and his name distinguishes the David J. Wilkie Memorial Journalism Scholarship awarded annually at Wayne State University. Wilkie served the Associated Press, mostly from a Detroit base, for more than half a century.

Wilkie died in November 1963 at age 75, and contributions made in his memory were added to a scholarship fund. From 1952 through the school year 1968-69, 25 Wayne State journalism majors were awarded grants from the fund.

Last fall the fund ran out. Then, because the original contributors were associated with the Automobile Manufacturers Association, letters from the Wayne State Journalism Department went out to the four major auto companies, asking their aid in renewing the fund.

The response was positive. Contributions were forthcoming from General Motors, Ford, Chrysler and American Motors. Two were substantial gifts and two are to be made on a prorated annual basis.

MARKING TWO MILESTONES—H. Roger Tatarian, vicepresident and editor of United Press International (left), presents a plaque to Floyd Barger, executive editor of the New York Daily News. The presentation commemorated The News' golden anniversary year as well as its 50th year of using the facilities of UPI's services.

Ad Bureau invites entries for Creative Newspaper III

One hundred newspaper advertisements, each an outstanding example of the creative use of the newspaper medium, will appear this fall in 100,000 copies of a newspaper which the Bureau of Advertising, ANPA publishes once a year.

The 1969 edition will be Creative Newspaper III. Like its predecessors, Creative Newspaper 1968 and Go Creative in Newspapers, it will contain ads culled from thousands of entries offered by advertisers, agencies and newspapers. Last year the Creative Newspaper included 74 ads selected from 23,000 entries.

There will also be editorial material, but Creative Newspaper III will be devoted principally to outstanding ads of all types which illustrate the creative opportunities in newspapers.

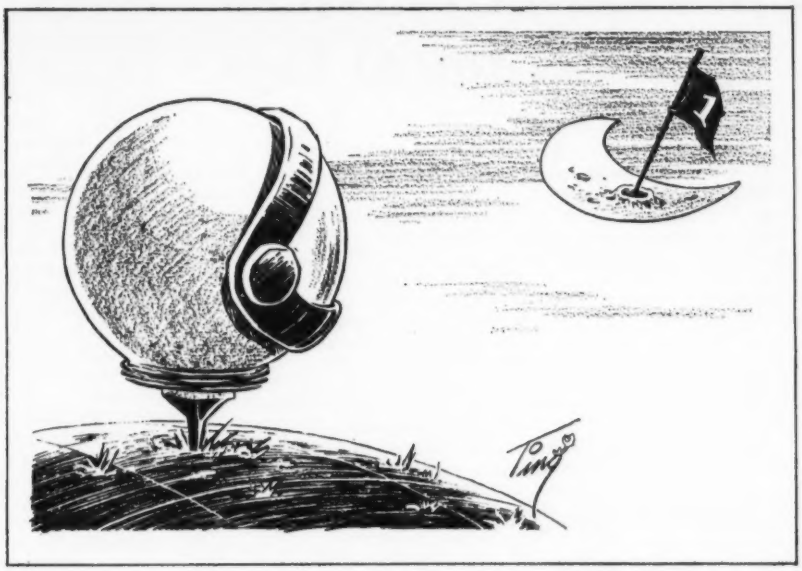
Nearly 5,000 invitations to submit ads for Creative Newspaper III are being distributed. The invitations are printed on a 24 by 40 inch Mylar sheet with a mirror-like finish, and include a four color photograph of Ultra Violet, a superstar who has appeared in many underground motion pictures.

The Miami Herald will print Creative Newspaper III. The Chicago Tribune printed Creative Newspaper 1968 and the Milwaukee Journal printed the 1967 edition.

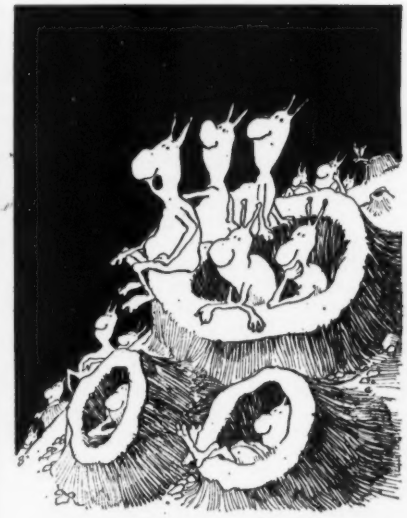
Entries should be sent to the attention of Steve Sohmer, Creative Director, Bureau of Advertising, 485 Lexington Avenue, New York, N. Y. by September 15.

In the cartoonists' constellation

QUICK! Get me NASA!
Darcy, *Newsday*



HOLE IN ONE
Tingley, *London Free Press*



'And we'll all be chewing gum, drinking Cokes, and eating peanut butter sandwiches.'
Reidford, *Toronto Globe and Mail*

Wallmeyer, *Long Beach* (Calif.) *Independent, Press-Telegram*

Man on the moon
Hesse, *St. Louis Globe-Democrat*

Beginning a completely new story.
Werner, *Indianapolis Star*

Hey Sam, any chance of becoming the 51st state?
Yohn, *Bakersfield Californian*

28-lb paper popular

Newsprint purchase made by lineal foot

By Campbell Watson

SAN FRANCISCO

Many Western publishers are profiting from purchasing their newsprint by the lineal foot rather than by the ton, according to Crown Zellerbach Corporation.

Believing a trend has been established, the company has added 28-pound newsprint for both letterpress and offset presses and a 25-pound product recommended for offset reproduction.

Publishers of both metropolitan and suburban newspapers already have established the merits of these weights, officials said in displaying examples.

40 Pct. of Sales

The new steps follow the successful introduction of 30-pound newsprint during the past 18 months. Forty per cent of current sales are reported in this weight classification as a result of shifts from the 32-pound product.

Meanwhile Crown's cost accountants have carefully traced the characteristics of various newsprint weights and have developed charts designed to provide a publisher with a yardstick in evaluating the merits of buying by the foot instead of by the ton.

There is an important increase in the number of pages which can be printed by the same number of pounds of lightweight paper and there also is a substantial waste reduction with every lowering of the number of daily rolls a plant requires, officials report.

This waste reduction progresses all the way from loading dock through the pressroom, the corporation states in submitting a "profitability listing" and suggesting each publisher study the multiple charts and determine how a lighter paper may fit into his plant and provide him with new profit yardage.

Series of points

The points listed range from less inventory space to a decline in weight in deliveries. Important mailing costs savings are claimed. Less handling is required within the plant and there are lower costs because of "fewer packages," the accountants report.

Fewer roll changes are needed for presses without automatic pasters, fewer pasters are needed on presses with automatic equipment and the web break potential is reduced, according to CZ. Also, fewer rolls are handled and processed on the press, and the company notes that a single roll change may cost several dollars for labor alone.

In presenting its analysis of newsprint costs "by the foot" Crown converts the cost per ton of three standard and four premium grades to cutoffs per roll. The analysts used a 15x22.75 cut off from a 30-inch roll 40 inches in diameter. A special chart enables conversions to other paper widths.

Standard 32-pound newsprint priced at $142 a ton on the West Coast provides 17,387 cutoffs per average roll for a cost per 1000 of $3.589. CZ's 30-pound standard news yields 18,483 cutoffs yet costs less at $3.555 per 1000, while the 25-pound print gives 20,432 for a $3.594 cost, the comparisons show.

For both letterpress and offset, the company recommends a 28-pound premium newsprint quoted at $174 a ton. This provides 21,466 cutoffs and comes to $3.849 a thousand. The premium 25-pound paper advocated for offset runs $194 a ton, provides 24,686 cutoffs and costs $3,831 a 1000.

Measured in terms of a 10,000 circulation publication's needs, the accountants give these comparative costs for a 24-page newspaper: 32 pound news, $215.34; 30 pound, $213.30 and 25 pound news, $215.64.

Premium newsprint quotations for this size paper are given as: 34 lb. roto, $244.92; 32 lb., $230.52; Cz 28 lb. publication, $230.94 and 25 pound, $229.86.

Dispatch of this 24-page edition by mail at the new rates effective last July 1 might enable savings of as much $145.80 for 10,000 copies, it is indicated.

Postal figures

Specifically, the comparable third class costs per 1000 units are charted as: 32 pound paper, $66.69; 30 lb., $62.56; 28 lb., $58.44 and 25 lb., $52.11.

Estimates on controlled circulation mailings show even larger potential postal economies. The saving for a 24-standard page edition could exceed 21 per cent for a publisher moving from 32 pound to a 25 pound paper.

Charges for a 24-page newspaper per 1000 units are shown as: 32 pound, $43.96; 30 lb., $41.24; 28 lb., $38.52 and 25 lb., $34.35.

Among advantages Crown holds in providing the lighter basis weight papers is a concentration of facilities in Oregon and Washington. Its Canadian affiliate produces 30-pound newsprint for sale in the Provinces, but a product weighing less than 30-pounds would be subject to international duty, officials here said.

The surge in 30-pound sales has extended into six states. Examples of the production capabilities of the new premium grades as shown in CZ headquarters offices here ranged from the *Seattle Post-Intelligencer's* Comic Weekly, aglow in color on 28 pound publication letterpress, to the *Bountiful* (Utah) *County Clipper*, on 25-pound publication offset.

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Ogden newspaper building is given to Bethany College

WHEELING, W. Va.

Ogden Newspapers Inc. announced the gift of the seven-story Ogden Building in downtown Wheeling to Bethany College for use as an educational center.

Austin V. Wood, publisher of the Ogden Newspapers, said the building will be called the Ogden Center of Bethany College in honor of the late Herschel Coombs Ogden.

Ogden, who organized the group of newspapers which bears his name, was a trustee of the college. His daughter, Mrs. George K. Nutting, is president of the publishing corporation.

The Ogden Building at one time housed the offices of the old *Wheeling-Register*.

Ogden, born in 1869 at Worthington, W. Va., died in 1943. He came to Wheeling in 1887 and worked as a reporter for the Register. He launched the Wheeling News in 1890 with four associates and acquired the Intelligencer in 1904.

The newspapers grew despite setbacks such as the Jan. 17, 1904, fire which razed the Wheeling News plant. The News later absorbed the Register.

The Ogden Newspapers include the Wheeling News-Register and the Intelligencer as well as other newspapers in West Virginia, New York and Iowa.

$45 million project at Maine mill

Peter S. Paine, chairman and chief executive officer of Great Northern Paper Company, has announced the approval of an expansion program at the company's mill in Millinocket, Maine.

The project, when complete at a cost of $45 million, will increase the capacity of the mill by approximately 40%, or 135,000 tons of paper a year.

The program includes a wide high-speed paper machine and supporting equipment, Paine said construction is scheduled to commence about May 1, and start-up of the paper machine is planned for April, 1972. Based on this timing, it is planned to finance the program out of the company's cash flow from operations.

The additional facilities at the Millinocket Mill are designed primarily to manufacture the extensive line of groundwood printing papers which are marketed by the company, as well as newsprint, Great Northern's traditional product.

Wood for the new production will come from Great Northern's 2¼ million acres of Maine timberlands as well as from present suppliers of purchased pulpwood and chips.

In fiscal 1968, Great Northern Paper Company completed its $50 million expansion program at its containerboard mill in Cedar Springs, Georgia.

Last year Great Northern sales amounted to $155 million; production was 1,308,000 tons of paper and containerboard; and profit after taxes was $14,900,000.

•

Lyn Nofziger joins White House staff

WASHINGTON

Franklin (Lyn) Nofziger, a former press secretary to Governor Ronald Reagan of California, has been appointed a member of the White House congressional liaison staff. He will be an aide to Bryce Harlow, assistant to the President in charge of liaison with Congress.

Nofziger, a former Washington correspondent for the Copley newspapers, worked for Governor Reagan during his pre-election campaign and became press secretary after the election. Since leaving his post with Gov. Reagan he has operated his own public relations firm in California.

31 from newspapers at research workshop

Thirty-one representatives of daily newspapers will spend one study-filled week in Columbus, Ohio, at the third jointly sponsored ANPA-INPA Newspaper Research Workshop, July 27 through August 1. The first two workshops were held at the University of Colorado in Boulder.

Dr. Galen R. Rarick of the Ohio State University School of Journalism is the workshop director. The instructional staff is made up of university instructors and experienced researchers.

The workshop will cover the fundamentals of newspaper research, including statistics, and continue through to advanced research techniques. Discussions will include election polls, consumer analyses, audience and readership studies, questionnaire design and interviewer training for market, audience and readership studies. In addition to emphasizing the application and use of research findings, the workshop will also focus on research that is designed to improve the newspaper as a product and assist editorial and business executives in making decisions.

Workshop faculty members are:

Ed C. Bartlett, Media Research Manager, B. F. Goodrich Co., Akron, Ohio.

Dr. James E. Brinton, Dean, School of Journalism, University of Colorado.

Dr. Chilton R. Bush, Emeritus Professor, Department of Communications, Stanford University; and Director, ANPA News Research Center.

Dr. John Scott Davenport, Executive Assistant to the Chairman of the Board of Scripps-Howard Newspapers, Cincinnati.

D. William Hanway, Assistant to the Executive Editor, *New York Daily News*.

Charles M. Kinsolving Jr., vicepresident, Marketing Planning, Bureau of Advertising, ANPA.

Newell G. Meyer, vicepresident and promotion manager, Journal Co., Milwaukee, Wisconsin.

Philip Meyer, Washington Bureau, Knight Newspapers.

Frank E. Orenstein, Director of Research, Bureau of Advertising, ANPA.

E. W. Pollock, Market Research Manager, Canadian Daily Newspaper Publishers Association, Toronto.

David L. Sanders, Research Manager, *New York Times*.

Anthony J. Scantlen, Director, Behavioral Sciences Department, Copley International Corporation, La Jolla, Calif.

Paul B. Sheatsley, Director of Survey Research Services, National Opinion Research Center, University of Chicago.

The names of 31 newspaper representatives and their affiliates follow:

Kent Blacklidge, assistant to the publisher, *Kokomo* (Ind.) *Tribune*.

Ron Browne, research supervisor, *Washington* (D.C.) *Post*.

Steve Buckley, sales and marketing supervisor, *Morristown* (N.J.) *Daily Record*.

Steve Callas, head of the national advertising department, *Windsor* (Ont.) *Star*.

Joe T. Cardwell, marketing analyst, *Birmingham* (Ala.) *News*.

James C. Chandler, creative services manager, *Austin* (Tex.) *American-Statesman*.

Warren Christman, *Mansfield* (Ohio) *News Journal*.

Arthur Diaz, circulation manager, *St. Louis* (Mo.) *Post Dispatch*.

Stuart Donaldson, manager of marketing research, *Montreal Star*.

Charles Earnhart, promotion & marketing research director, *Dayton* (Ohio) *Daily News* and *Journal Herald*.

Gerald C. Forest, promotion manager, *Bucks County* (Pa.) *Courier Times*.

J. J. Garwood, director of marketing, *Toronto Telegram*.

Robert F. Kaiser, manager of classified advertising, *Topeka* (Kans.) *Capital-Journal*.

Robert C. King, managing editor, *Minneapolis* (Minn.) *Star*.

K. R. Kinney, promotion & public service director, *Toledo* (Ohio) *Blade*.

Robert C. Leas, promotion director, *Hammond* (Ind.) *Times*.

Robert S. Littlemore, national advertising manager, *Ottawa Citizen*.

William E. McGinnis, advertising marketing manager, *Washington* (D.C.) *Star*.

J. R. McIntyre, sales representative, *Harrisonburg* (Va.) *Daily News-Record*.

William R. Mix, promotion manager, *Wichita* (Kan.) *Eagle & Beacon*.

Thomas P. O'Donnell, research manager, *Chicago Tribune*.

Gerald J. Procknow, sales promotion manager, *Lansing* (Mich.) *State Journal*.

Davis S. Rawson, assistant promotion manager, *Bangor* (Me.) *Daily News*.

Bill Rush, assistant to the publisher, *Lorain* (Ohio) *Journal*.

Herb Sands, general advertising manager, *Bucks County* (Pa.) *Courier Times*.

Robert D. Schaub, Lindsay-Schaub Newspapers, Decatur, Illinois.

Philip E. Stout, marketing research manager, *Oklahoma City* (Okla.) *Oklahoman & Times*.

Thomas Stover, manager of marketing and research, *Baltimore* (Md.) *News American*.

Harry F. Themal, assistant to the executive editor, Wilmington (Del.) News-Journal Co.

C. B. Thorton Jr., promotion manager, *Roanoke* (Va.) *Times* and *World-News*.

Leonard A. Zane, assistant manager of the general advertising department, *Columbus* (Ohio) *Dispatch* and *Citizen Journal*.

•

Television editor

DAYTON

Tom Hopkins has been named television editor of the *Dayton Daily News*, succeeding Gee Mitchell, who died May 18. Hopkins has been with the newspaper for eight years as a reporter, copy editor and editor of the *Tempo* magazine supplement.

•

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GOSS UNIVERSAL PRESS, 6 units, 2 color humps, installed 1957. Wood Pony, 2 mat formers, plate router. All perfect. Available July 1, 1969. Will sell as whole, or break up. Tri-Cities Newspapers, Inc., 210 W. Tennessee St., Florence, Ala.—35630.

GOSS OFFSET Suburban Folder, No. S-1105, 4 years old. 24 page Broad Sheet or 48 page Tabloid capacity. Half fold or quarter fold, 2300 p.p.h. $7,500.00.

Inter City Press, Inc., 46585 Grand River Ave., Novi, Mich.—48050. Ph: 1-313-349-5990.

FOR SALE: HOE PRESS, 64 pages. Available Nov., Dec. this year. Actually run only 12 years. In excellent condition. Perfect for new Letterflex plates. New controls. Can be seen in operation. Write: George W. Bauer, Herald-Tribune, Sarasota, Fla.—33578.

24-PAGE
DUPLEX TUBULAR PRESS
Runs like a top but we'll sell for a song. First offer to beat the junkman takes it. Color equipped; related stereo gear; 24 steel chases. Does excellent work and may be seen in operation daily. Arlin Albrecht, Daily Republican Eagle, Red Wing, Minn.—55066. Ph: (612) 388-3535.

FOR SALE
GOSS SUBURBAN
2, 4 or 6 UNIT
WEB OFFSET PRESSES
6 units, 2 folders, 2 drives. Offered as complete in-line press or will offer as 2 presses—one 4-unit with ½ and ¼ page folder, and one 2-unit with ½ and ¼ page folder.

This desirable equipment available immediately. Offered "as is" or reconditioned, installed and guaranteed. Either way, buyer will save many thousands of dollars—as much as 40% to 50% of new cost.

For full particulars
contact INLAND immediately
Call-Write-Wire
INLAND NEWSPAPER MACH. CORP.
1720 Cherry St., Kansas City, Mo. 64108
Phone (816) 221-9060

HOE COLORMATIC (1968)
Four units—one color cyl.—tensionplate lockup—heavy duty 3/2 folder—AC unit type drive—reels and fully automatic pasters—rated 70,000 hour. Available in one year at considerable savings.
Stereo to match
BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

Stereotype Equipment

STA-HI MASTER FORMERS
New Style
TEFLON SCREENS—22¾"—AC
BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

WOOD DUAL PLATE ROUTER
23 1/16"—Dual Spindles—AC Motors
Self-contained Air Supply
BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

WOOD PONY AUTOPLATES
21½ — 22¾ — 23 3/16
BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

Wanted To Buy

2-UNIT GOSS COMMUNITY or any offset with at least this capacity. Box 1139, Editor & Publisher.

MODEL F-4 INTERTYPES with saws and quadders. State model number; quote price. Box 1229, Editor & Publisher.

HELP WANTED

Academic

DIRECTOR OF PUBLICATIONS

for public, two-year college. Will direct news bureau, edit magazines and brochures, surpervise student publications.

M.A. essential plus experience in journalism and education. Salary $12,500. Resumé and samples to:

Dr. James F. Hall, Pres.,
DUTCHESS COMMUNITY COLLEGE
Poughkeepsie, N.Y.
12601

J-INSTRUCTOR and public relations position at a new college in beautiful Riverton, Wyoming. Teach half time, work other half in area of PR. Good salary and fringe benefits. Bachelor Degree required. Central Wyoming College, Riverton, Wyo.—82501.

Administrative

Production
ENGINEER

ANPA Research Institute
Staff Position New York Office

Prefer college-educated person capable of evaluating newspaper production department costs, equipment, methods, etc. Must have ability to write effectively. Moderate travel required.

The position offers interesting and diversified work and excellent career opportunity for qualified person.

Write to:
Peter P. Romano, Dir. Production Dept.
ANPA-RI
750 3rd Ave., New York, N.Y.—10017

Furnish full particulars of education, experience and salary requirements. All replies will be held in strict confidence.

HELP WANTED

Administrative

GENERAL MANAGER for weekly. Open shop newspaper in Southwest. Must be strong in advertising with some knowledge of finance and editorial. Opportunity for advancement. Send complete resumé and reefrences to Box 1245, Editor & Publisher.

HERE'S AN OPPORTUNITY to come to Alaska where there's lots of excitement. The Anchorage Times needs a controller who can take full charge of department with IBM 1130 bookkeeping. Please submit full resumé of experience with references and present earnings. Bob Atwood, Box 40, Anchorage, Alaska—99501.

COMPUTER PROGRAMMER now; department manager when hardware arrives. 360-20 Disk RPG. Must be experienced in all facets of newspaper and probably No. 2 man in EDP department. Southern Calif. paper with good salary and fringe benefits. Box 1192, Editor & Publisher.

AGGRESSIVE GM for three weeklies grossing over $200,00 per year. Zone 2. Complete control and responsibility. Potential participation in ownership. Furnish detailed resumé and salary desired. Box 1209, Editor & Publisher.

GREAT OPPORTUNITY with award-winning group western weeklies. Advertising and news; people with ability and desire to become Publishers. Blue Mountain Eagle, Inc., Rte. 4, Box 217, Albany, Oreg.—97321.

Circulation

Opening for experienced
CIRCULATION MAN
Do yourself a favor and call between 9:30 a.m. and 4:30 p.m. (collect)

615-246-8121

Ask for Don LaFerney
(or) E. J. Heiberger

We'll tell you why you should make your move now.

Next month you'll be glad you did.

CIRCULATION MANAGER for 10-15M Zone 2 a.m. Marketing and sales ability as well as cost-consciousness more important than extensive experience. Complete authority and responsibility for circulation development, operations and distribution. Bonuses based upon circulation growth and cost performance; must be capable of budgeting both and meeting goals. Send resumé to Box 1155, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Career Opportunities

THE BEST JOB OPENINGS IN THE NEWSPAPER AND RELATED FIELDS

Circulation

CIRCULATION MANAGEMENT

Promotions have created circulation opportunities for two experienced men who are looking for a professional association with The Chicago Tribune.

You should have sales interest and ability. You must be able to deal effectively in all areas of circulation. You should have 5 to 10 years' experience in circulation as district or territorial supervisor. Perhaps you are No. 1 (maybe the only one) on a small newspaper. Prefer college graduate, but combination of experience and education o.k.

As a leader in our industry, The Tribune's growth will create many opportunities for personal and professional development. If you are interested, please send a complete resumé with salary requirements, in strict confidence, to: H. E. Hay, Chicago, Tribune, Room 634, 435 N. Michigan Ave., Chicago, Ill.—60611.

Circulation

DISTRIBUTION MANAGER or trainee, large weekly. Box 1194, Editor & Publisher.

CIRCULATION PROMOTION

Chicago Company wants Account Executive to service existing newspaper customers and sell new ones.

This permanent job requires knowledge of circulation and carrier promotion—with emphasis on designing and running carrier sales campaigns.

Travel required as well as ability to make sales presentations to newspaper management.

Good salary with bonus, life insurance, retirement plan, health insurance, etc. Excellent opportunity for the future.

Send information covering age, job experience and salary, family situation and personal history.

BOX 1250
EDITOR & PUBLISHER

CLASSIFIED ADVERTISING

Order Blank

Name_____

Address_____

City_____

State_____ Zip Code_____

By_____

Classification_____

Copy_____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Mail to:

EDITOR & PUBLISHER • 850 Third Avenue • New York, New York 10022

Circulation

EXPANSION PROGRAM provides for two additional Supervisors and one Area Manager for new territories. Advancement opportunities are excellent if you are 'take-charge' men who can produce. Box 1259, Editor & Publisher.

ASSISTANT CM for a.m.-p.m. and Sunday newspaper. We need an experienced circulator in home delivery who has the know-how of challenging present problems and initiative to push for expansion plans in an area with great potential. Applicant must be aggressive and hard working. Send resumé and salary requirements in strict confidence to Box 1291, Editor & Publisher.

Classified Advertising

SALES MANAGER or Assistant Classified Manager to join large metro paper in Zone 5. Excellent opportunity to advance to manager's position. Send complete resumé and salary requirements. Strictly confidential. Box 1184, Editor & Publisher.

Display Advertising

ADVERTISING DIRECTOR

Dynamic, aggressive ad salesman-director for Sunday only newspaper, near Boston. Must be self-starter. Age no factor. Good opportunity for right person. Box 1162, Editor & Publisher.

ADVERTISING SALESMAN to take full responsibility for department. Standard size metropolitan Boston offset weekly, established 1901, average 24 pages. Write full particulars to: Frank E. Schueler, Sr., Pres., Melrose Free Press, 40 W. Foster St., Melrose, Mass. —02176.

ADVERTISING SALESMAN — Need sharp young lady who is anxious for a challenging future with security and high pay. Top-fight weekly newspapers in Zone 2. Box 1208, Editor & Publisher.

ADVERTISING SALESMAN with newspaper display experience. We need a man, a self-starter with a good capable potential and ability to move up. Let's discuss your future. Send resumé to Mr. Signer, 913 S. Florida Ave., Lakeland, Fla.—33803 or 'phone (813) 686-8888 today.

ADVERTISING MANAGER—Take full responsibility 4-man department major offset weeklies in choice Zone 2 area. Exciting, challenge. Beautiful suburban area. Excellent salary plus incentive, fringe benefits. Box 1175, Editor & Publisher.

LEADING NEW JERSEY NEWSPAPER

Seeks to expand its retail advertising staff. We are looking for two men. One should have at least 5 years' experience in selling advertising space to retail accounts, and should have put in most of his time in the daily newspaper field, although solid experience in the weekly field is also acceptable; the other man should have 1-2 years' experience in either the daily or weekly field. Both men should have copy and layout ability and be ready to share in the excitement and renumeration that comes from working with a growing newspaper.

Please send resumé in strict confidence, so that we can get together and discuss all the pertinent details. Box 1257, Editor & Publisher.

AWARD-WINNING WEEKLY in Midwest is seeking a young, experienced advertising manager-salesman to work on weekly as well as recreation magazine. Outstanding opportunity, top pay and benefits. We're in the heart of Northern Michigan's vacationland—year-around recreational activity. Will consider only experienced, creative sales person. Call collect James Grisso, Herald Times, Gaylor, Mich.—49735. (AC 517) 732-5144.

Display Advertising

YOUNG AD SALESMAN with management ambitions for growing 12,000 daily in Hawaii. Must have 2-3 years' experience and be strong on layout and copy. Send complete resumé and references to General Manager, Hawaii Tribune-Herald, Box 767, Hilo, Hawaii 96720.

AD SALESMAN to service established accounts for 3 weeklies in suburban Washington, D.C. Knowledge of layouts and area preferred. Must have good appearance. Send resumé to Maryland-Dela.-D.C. Press Assn., Dept. 53, 9 W. Chase St., Baltimore, Md.—21201.

RETAIL ADVERTISING MANAGER Staff of eight. Chart Area 2—25,000 daily. Strong leader with creative ability. Excellent benefits. $10,000 plus. Sell us in your letter. Box 1256, Editor & Publisher.

CAREER-MINDED man needed to head 5-person retail advertising department. Position is open to the innovator who will consider this a stepping-stone to advancement within a growing group of newspapers. Contact D. J. Clifford, Oneonta Star, Oneonta, N. Y.—13820. (AC 607) 432-1000.

DISPLAY AD SALESMAN for growing Connecticut daily, now going photocomp and offset in new plant. Proven record of performance. Future potential excellent. Send your resumé and income requirements to Richard Myers, Advertising Dir., The News-Times, Danbury, Conn.—06810.

Editorial

MANAGING EDITOR/REPORTER, experienced, for 4,000 circulation offset suburban weekly . . . one of three published in new, modern plant. Delightful community, excellent opportunity and future for responsible, right man. All fringes and profit-sharing. Stephen Neal, 1955 Faculty Dr., Winston-Salem, N.C.—27106.

WRITER IN WOMEN'S INTERESTS and social on large weekly newspaper in Penna. Splendid opportunity for recent J-grad. Send full details, references, and salary requirements to Box 1148, Editor & Publisher.

SCIENCE WRITER interested in medical magazine, circulating to all practicing physicians in U.S. Send resumé. Reply to Personnel Office, Modern Medicine Publications, 4015 W. 65th St., Minneapolis, Minn.—55435.

COPYREADER — Professional copyreader for major morning daily located in Zone 2. Circulation over 500,000. Minimum of two years' experience. Send resumé outlining education, background and work experience, in confidence, to Box 1221, Editor & Publisher.

CAPABLE REPORTER for general news coverage on award-winning newspaper of nearly 5,500 circulation in progressive Northeastern Indiana city of 8,500 population. Very top pay, hospital and surgical plan paid while sick; liberal Lincoln National Life Insurance group life insurance and pension plan—both fully company-paid. Ideal working conditions in modern equipped and air-conditioned plant. Two weeks paid vacation. We pay moving expenses. Ideal, modern gas-heated 3-bedroom, well-located home in nice neighborhood ready for you to move into: modest rent. Details strictly confidential Evening News-Banner Corp., Bluffton, Indiana—46714. Ph: James Barbieri (AC 219) 824-0322.

ROOM AT THE TOP awaits three hard-to-find newsmen (or gals) who think young, have the savvy of an old pro. Staff expansion at our 21,000 a.m. daily creates openings for sports writer, reporter and bureau chief. Competitive salaries, attractive fringe benefits, congenial staff and a great town (take the word of a recent transplant from California). Write today to: Curt Babcock, Executive Editor, Temple Telegram, Box 868, Temple, Texas—76501.

HELP WANTED

Editorial

SOUTH FLORIDA PM DAILY expanding, needs reporters, desk man and women's writer. Wire knowledge or experience required for desk spot. Give full details on background, salary required, references, in first letter to Box 1195, Editor & Publisher.

EXECUTIVE EDITOR

We are seeking an Executive Editor to take over direction of the news staff of an expanding medium-sized daily in Zone 1.

The man we want must be a "take-charge" type of person to direct the talents of a young staff. He will report directly to the Publisher of this family-owned newspaper.

Send a complete resumé of your personal background and experience to Box 1200, Editor & Publisher.

PRIZE-WINNING OKLAHOMA newspaper needs experienced news editor. Growing university city with plenty of near-by recreation. Excellent spot for the right person. Competitive salary—excellent benefits. Send full resumé and salary expected to Jane Bryant, Managing Editor, The Norman Transcript, P.O. Drawer 1058, Norman, Okla.—73069.

COPY EDITOR for large metropolitan 7-day a.m. daily in Area 1. Salary, benefits the best. Future unlimited. Write Box 1202, Editor & Publisher.

COPY DESK CHIEF

For prize-winning 13,000 p.m. daily in growing area, desirable location. If you're the right person, 2-3 years' experience may be enough. Contact Bill Rives, Denton (Texas) Record-Chronicle.

GENERAL REPORTER — If you're twice as good as you think you are, you're half as good as the person we want, write: Bill Williams, The Gazette, Gastonia, N. C.—28052. An Unequalled Opportunity Employer!

TO FURTHER INCREASE OUR LOCAL COVERAGE—

We need: Two experienced reporters; one should be experienced in county government beat and court reporting. *Also needed:* experienced women's editor. Contact Bill Maddox, Texarkana Gazette & Daily News, P.O. Box 621, Texarkana, Tex.—75501.

WANTED: SPORTS WRITER; some experience, for growing 25,000 afternoon daily. Stable university town. Write: Managing Editor, Daily Advertiser, Lafayette, Louisiana—70501.

REPORTER WANTED for interpretive urban affairs and government writing for Midwest capital city daily—p.m., 46,000; Sunday 60,000. Experienced Midwesterner preferred. J-School graduate desired; strong English major with experience considered for position in 150,000 population university city. High salary dependent upon ability. Apply through: Bill Kreifel, City Editor, The Lincoln Journal, Box 588, Lincoln, Nebr.—68501.

SELF-STARTING REPORTER with initiative and aggressiveness to staff 1-man (or woman) bureau, principally covering government news in large bedroom suburbs of Milwaukee. One year's daily news side experience is minimum. Pay is good. No sacred cows. 21,000 daily newspaper. Send resumé and best clips (we'll return them) to John Hillmer, Waukesha Freeman, 200 Park Pl., Waukesha, Wisc.—53186.

SOUTH FLORIDA

Growing a.m. daily in dynamic area needs reporters and copy editors who can demonstrate their ability to advance. Resumé and salary requirements to Box 1254, Editor & Publisher.

ASSISTANT EDITOR for monthly business magazine. Responsible for advertising production, news writing, some features. Background in business journalism preferred. Rapid advancement to managing editor for right person. Box 1252, Editor & Publisher.

HELP WANTED

Editorial

SPORTS WRITER

Join a 3-man staff on a Pennsylvania daily where you'll take your turn covering events writing columns, handling the desk and layouts and writing specials. Heavy local scholastic college and amateur sports plus "pros" in nearby metropolitan area. Send resumé in complete confidence to Box 1260, Editor & Publisher.

EXPERIENCE ISN'T EVERYTHING, but we would like to have it in our City Editor. If you're interested in directing our professional staff of 6, tell us about your experience or sell us on your ability as a young man who can do the job for a 12,000 daily in a growing area of Kentucky. The excellent starting salary is negotiable and we pay retirement and major medical insurance. Send resumé and references to Box 1232, Editor & Publisher.

FLORIDA DAILY — 7,000 circulation — needs immediately experienced shirt-sleeve managing editor competent in editorial writing and make-up to supervise staff of six. Call Morgan Welch, Publisher, DeLand Sun News (904) 734-3661, or write Box 1119, DeLand, Fla.—32720.

MANAGING EDITOR for Pennsylvania p.m. daily, under 20,000 circulation, in one of the state's finest communities. Good opportunity for aggressive, experienced, young newsman. Write fully to Box 1230, Editor & Publisher.

GROUP OF DAILIES in Southwest seeking various personnel to fill posts created by expansion. Openings for: sports writers, wire editors and general reporters. Send resumé and salary requirements to Charles H. Fischer, News-Journal, Clovis, N. Mexico — 88101.

CITY EDITOR

Afternoon daily in Zone 1. We seek immediate top qualified newsman ready for executive position as city editor at top pay plus. Box 1234, Editor & Publisher.

WOMAN'S MAGAZINE EDITOR — New woman's magazine with over 100,000 paid circulation and destined to be one of nation's largest in near future. Previous experience on woman's magazine preferred. Modest salary with regular raises and unlimited future salary. Zone 6. Box 1238, Editor & Publisher.

NEWS-FEATURE WRITER for 12,500 student Michigan university. Excellent growth potential, stimulating and diverse assignments, freedom on young staff for self-starting "pro" or bright new grad. Good pay, fringes. Send resumé, samples, salary requirements. Box 1240, Editor & Publisher.

DESKMAN/REPORTER for growing 12,000 Hawaii daily, 2-3 years' experience, including copy editing and make-up. College preferred. Send resumé and references to General Manager, Hawaii Tribune-Herald, Box 767, Hilo, Hawaii 96720.

HELP WANTED

Editorial

POLICE-COURTS REPORTER

Are you in a rut and looking for a dynamic change? If so, read on.

We are looking for a Newsman to become a part of our award-winning news team, which has earned 18 awards in the last 10 years.

If you aren't afraid of hard work, which will be recognized with good pay, exceptional benefits and excellent working conditions, then this opportunity may be for you. Chart Area 1 and 2 applicants preferred.

The Herald, located in central Connecticut halfway between Boston and New York, has a growing circulation of more than 34,000 and is published six evenings a week.

Come where the ACTION is, write today to: Richard F. Conway, Managing Editor, The Herald, New Britain, Conn. —06050.

SOUTHWESTERN OREGON COMMUNITY COLLEGE
on the Oregon Coast
has an opening for:

COORDINATOR OF COMMUNITY SERVICES

Person in this position will be responsible for informing the community of activities at the college through the news media. Will have editorial responsibilities for college publications, such as catalogs, brochures. Will have responsibility for informing the community of special public events.

QUALIFICATIONS:

(1) Must have ability to write news releases; (2) Must have ability to design, lay out, and coordinate writing of college publications; (3) Must have ability to meet the public; (4) Must have ability to take photographs; (5) College degree or professional experience in journalism desirable but not mandatory.

SALARY:

$8,000 to $9,000 annually

CONTACT:

John Rulifson, Dean Of Instruction
SOUTHWESTERN OREGON
COMMUNTY COLLEGE
Coos Bay, Oregon—97420

NIGHT WIRE EDITOR wanted by small, established Indiana a.m. recently purchased by chain with reputation for quality. Must be schooled in make-up and editing; job calls for man with imagination and enthusiasm. Excellent salary plus paid hospitalization. Good community with fine recreational facilities, located within 30-minutes of Big Ten university. Contact Raymond Moscowitz, Morning Times, Frankfort, Ind. —46041. (317) 659-3311.

EDITOR, or present newsman, for promotion to head 4-person staff Monday through Friday p.m. offset. Modern plant. Heavy local copy, pictures; camera, picture knowledge; direct staff getting local news, produce attractive makeup with minimum AP copy. Permanent. References. Franklin Yates, Times-Gazette, Shelbyville, Tenn. — 37160.

HELP WANTED

Editorial

PICTURE LIBRARIAN, male or female, well educated for international firm lower Fifth Avenue, N.Y.C. Pleasant working conditions—leading still picture producer. Box 1292, Editor & Publisher.

WIRE EDITOR small Ohio daily, circulation 11,500. Exceptionally nice college community. Good starting salary and opportunity for advancement. Write: Publisher, Advertiser-Tribune, Tiffin, Ohio.—44883.

GENERAL REPORTER for growing afternoon daily in Cumberland Valley. Ample opportunity for advancement. Contact Harold Burdick, General Mgr., Public Opinion, Chambersburg, Pa.—17201.

GENERAL REPORTER and copy editor required for expanding offset daily. Write Publisher, Times-Reporter, Springfield, Vermont—05156.

SPORTS WRITER-DESKMAN for wide-a-wake medium-sized daily and Sunday. Send resumé, samples to Bill Lane, Sports Editor, Kingsport Times-News, Kingsport, Tenn.—37662.

INTELLIGENT EDITING is what makes long, dull stories into attention-getting "depth reporting." I need people who believe that . . . and want to prove it while working on the desk of one of the nation's best depth-reporting newspapers. Box 1270, Editor & Publisher.

THE BALTIMORE SUN

Expanding news department needs editors for universal copy desk, handling dispatches from eight exclusive Sun foreign bureaus, overseas and national correspondents, Washington Bureau and Baltimore and Maryland staff. Experience not necessary. First-year scale $8,600 rising to $10,000-plus after one year or with experience . . . a unique opportunity for intelligent starting newspapermen or women to skip several career steps by becoming a member of a vigorous, congenial copy desk. Makeup position also open at higher scale. Write full details to: Edward L. Ballantyne, News Editor, Baltimore Sun, Baltimore, Md.—21203.

NIGHT NEWS EDITOR needed on rapidly-growing offset daily in 20M circulation range. We desire a young man with fresh ideas, capable of directing staff of Southwest a.m. daily. The person we hire will be strong in horizontal layout, heading writing and editing. Box 1280, Editor & Publisher.

DON'T APPLY . . .

Don't apply for these jobs unless you're a worker. Top Pennsylvania a.m. daily expanding staff and needs reporters, deskman, and sports writer who can handle sports copy editing. We offer no bed of roses, but put out a good paper and have fun doing it; standards are high. Write Box 1284, Editor & Publisher.

A NEWSPAPER OF 17,500 seeks a senior reporter to cover courts, special meetings, etc., some desk work. Opportunity for advancement. Excellent Eastern location. Starting salary about $8,500. Box 1285, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resumé we will duplicate and refer it on current job openings. Full range or editorial, advertising, circulation and back shop jobs usually available.
New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass.—01608

MEDICAL WRITER-EDITOR

Outstanding opportunity for professional who (1) has demonstrated success in researching and writing clinical articles; (2) can edit doctor-written manuscripts into first-class magazine pieces; (3) has well-placed medical contacts; (4) is alive to what's copyworthy for a medical audience. We offer you an excellent salary and fringe benefit package, a career opportunity to pioneer new areas for a highly successful publisher, and top working conditions in Zone 2. Write Box 1290, Editor & Publisher.

MANAGER ■ INFORMATION ■ SERVICES

Our company is experiencing vigorous growth and wants its communications to be a step ahead of it. As a result we have a new corporate level position open that will report to the director of communications. The man we need will handle every function listed in the P. R. Handbook plus some new ones he'll invent. He should have a journalism degree and about 10 years of industrial corporate and/or agency experience.

We're located in suburban Chicago and offer an excellent benefit program to supplement your starting salary, which will be based on your experience. Please submit your resumé and salary history in confidence to Box 1265, Editor & Publisher.

HELP WANTED

Editorial

AP WIRE, PHOTOFAX EDITOR — 20,000 paper, 50,000 city, Central New York. New offset plant soon. We tell it as we see it. You'll like to work with us. Please give full details, background, references, salary desired. Box 1287, Editor & Publisher.

THE MIAMI HERALD KEEPS GROWING!

The creation of several new reporting positions has opened up opportunities for reporters and deskmen with talent and high standards. We are looking for:

an experienced copy editor
a bureau reporter
a sports writer

Top pay and fringe benefits plus opportunity to advance. If interested, please send resumé to John McMullan, Executive Editor, The Miami Herald, Miami, Florida—33101.

WESTERN AFTERNOON DAILY needs reporter-photographer for lively general assignment work in Wyoming. Want good producer with interest in everything; creative ability. If you want to join a good small-city daily, send resumé to: Publisher, Riverton Ranger, Riverton, Wyo.—82501.

NEWS REPORTER — Exciting job in 10,000 population city undergoing complete rebuilding due to 1968 tornado. Start Sept. 1. Plenty of action, variety! Charles City Daily Press, Charles City, Iowa—50616.

WIRE EDITOR for progressive small daily in Connecticut. Excellent pay for experienced man. Box 1185, Editor & Publisher.

$10,000-A-YEAR TO START if you have the experience. Immediate opening for a general assignment reporter. 73,000 evening daily; excellent working conditions. Send resumé including educational background, experience, present salary and references to Box 1262, Editor & Publisher.

REPORTER WANTED West Texas afternoon paper; bright young man, or woman, with minimum two years of solid experience. Contact Managing Editor, The Odessa (Tex.) American.

COPYREADER — News Desk Midwest metropolitan p.m. Top-skilled copyreader with picture desk experience . . . a real opportunity to advance. Please submit resumé to Box 1264, Editor & Publisher.

Free—Lance

SHORTS, FILLERS, ARTICLES and photos of interest to young career women wanted by new national women's syndicate. Should be glamorous, provocative and entertaining. Phyllis Lamonte, Aladdin Distributing Corp., 3811 W. North Ave., Chicago, Ill.—60647.

Operators—Machinists

Journeyman LINOTYPE MACHINIST for immediate opening on night-shift. 35-hour week and full fringe benefits. Contact Mrs. Crother, Drawer NN. Santa Barbara, Calif.—93102.

LINOTYPE OPERATOR—A real opportunity for the right person. Scale: $150-a-week, but we will pay over the scale for someone with machinist's ability, or who can really handle a mixer for ad work. Suburban daily paper near big city. Excellent working and living conditions. Non-union. We will pay part of moving expense. Box 1077, Editor & Publisher.

PHOTON 200 OPERATOR—Immediate opening; able to do own markup; open shop; 2 machines; fast-growing offset plant; top wages. Southern California location. Write Box 364, Editor & Publisher.

PHOTON OPERATOR—Newspaper operation in San Francisco Bay area. $5 per hour—excellent fringe benefits. Write to Box 1072, Editor & Publisher.

HELP WANTED

Operators—Machinists

COMPOSING ROOM MACHINIST — Union shop; night shift; permanent situation. Must be experienced in TTS. Electrons, Comets and Linotype Mixers. Two shifts as machinist, three shifts TTS monitoring. Scale: $166.10 for 35 hours, plus many fringe benefits. Send resume to Earl Svendsen, Head Machinist. Statesman-Journal Co., 280 Church Street, N. E. Salem, Oreg.—97308.

MACHINIST—Permanent situation in union shop. Background in Fairchild TTS, Elektron and Justape preferred. Write details to Carey D. Guichard, Business Manager, Record-Searchlight, P.O. Box 2397, Redding, Calif. 96001.

Presmen—Stereotypers

PRESSROOM FOREMAN for a New England daily. Send resumé and salary requirements to Box 1268, Editor & Publisher.

LETTERPRESSMAN — Circulation 11,500. Exceptionally nice small community with college. Good starting salary with fringe benefits. Opportunity for advancement. Write: The Advertiser-Tribune, Tiffin, Ohio—4883; or 'phone (419) 447-4455.

EXPERIENCED LETTERPRESSMEN to work in combination shop. Excellent working conditions, wages and fringes in fast-growing community expanding facilities in new plant. Call collect (507) 288-2441, or write stating qualifications. Rochester Post-Bulletin, 18 First Avenue, S. E., Rochester, Minn.—55901.

PRESSMEN: We will train you to be ERECTING MACHINISTS. Travel, high wages, liberal expenses and benefits. An Equal Opportunity Employer. Write Box 338, Editor & Publisher.

OFFSET PRESSMAN-CAMERAMAN, experienced. Write fully. Wick Newspapers, 3827 E. Marlette, Scottsdale, Ariz.—85251. Ph. (602) 955-9253.

ROTARY LETTERPRESS

Experienced man for combination department with 5-unit Goss Universal. Top working conditions. Call collect (317) 529-1111. Courier-Times, New Castle, Ind.—47362.

WEB OFFSET PRESSMAN producing weeklies and other newspaper production. Opportunity to also work on letterpress producing our daily newspaper. 35-hour week; full fringe benefits including sick pay, retirement and three week's vacation after three years. Pleasant community with year-round recreational opportunities. Contact: Mrs. C. Crother. Personnel Dept., Santa Barbara News-Press Drawer NN Santa Barbara, Calif.—93102.

PRESS ROOM SUPERINTENDENT for large M-E-S letterpress operation. This job requires a very strong man who can find and build a good team of men to help run the room. The job is big and tough and the rewards will be great. If you are interested in a challenging future with a growing organization, write Box 770, Editor & Publisher.

Printers

COMPOSING ROOM FOREMAN

General foreman for cold-type composing room on Zone 2 daily. Currently changing from mixed hot, cold and strikeon to all photocomp. Need proven leadership to manage and motivate approximately 30 people. Total responsibility and authority for managing and budgeting all areas of composition; bonuses based on performance. ITU. Send resumé to Box 1140, Editor & Publisher.

FOREMAN—Web Offset—Job Shop Offset—Letterpress; supervisory experience essential. Excellent opportunity in growing Northern New England community. Send resumé and salary requirements to Box 1211, Editor & Publisher. All replies confidential.

HELP WANTED

Printers

FOREMAN for modern cold-type offset daily plant. Equipment includes Linofilm and Photon products. Union shop. Must be able to run smooth shop for highest production. Abe Kofman, Times-Star, 1516 Oak St., Alameda, Calif.—94501.

COLLEGE-ORIENTED PRINTER to administer print shop of small private college. Must be familiar with all aspects of printing; able to utilize and supervise college students as part-time workers. Salary $6,500 to $8,000. Send complete resume, reference listing, etc., to President: Northland College, Ashland, Wisconsin 54806.

COMPOSING FOREMAN — Rapidly-growing East Coast suburban paper seeks management-minded Composing Room Foreman who may eventually grow into a business manager or general manager. The person we are looking for is probably in the 30's and the assistant foreman at a larger plant now. Top salary and benefits. Non-union. We pay moving expense, and will pay cost of your coming to see us for an interview. Full details first letter. Write Box 1058, Editor & Publisher.

FOREMAN for composing room of 17,000 p.m. daily in Area 4. Hot metal. Non-union shop. Salary in accordance with experience. Write Box 966, Editor & Publisher, giving experience and personal data.

COUNTY-SEAT LP WEEKLY wants working foreman. Must be all 'round man capable of hiring and training own help. Two linos, Ludlow, Elrod, Hoe 16-page press. Pay above daily scale. Write: Howard Cooper, Clay County Crescent, Box 578, Green Cove Springs, Fla.—32043.

COMPOSING ROOM FOREMAN for progressive daily, Chart Area 2. Presently hot-metal with eye toward cold-type operation. TTS, Justape and Photon now in use. Previous management experience a must with leadership qualifications to run a smooth operation while keeping costs in line. Union shop. This is a nation-wide firm offering exceptional opportunity to the right man. Good salary and benefits. Write Box 1128, Editor & Publisher.

Production

MAINTENANCE SUPERINTENDENT for major metropolitan M & S in Zone 5. Must be familiar with all phases of newspaper production and equipment. Requires knowledge of both mechanical and electrical operations in all production and non-production areas of the newspaper. Excellent starting salary plus full benefits. Send complete resumé and salary requirements to Box 1154, Editor & Publisher.

PRODUCTION COORDINATOR

The Dallas Morning News has an immediate opening for an experienced Production Coordinator who will be responsible for supervising the Mechanical Departments in all phases of newspaper production. Applicants must be completely familiar with newspaper production operations and supervisory techniques. This position requires a person who has a degree in Engineering, Industrial Management, or comparable on-the-job experience. Outstanding working conditions and excellent employe benefits. Send resumé in confidence or apply immediately to:

Employe Relations Dept., 4th Fl.
THE DALLAS MORNING NEWS
Communications Center
Dallas, Texas—75222

An Equal Opportunity Employer

GROWTH OPPORTUNITY for an aggressive, ambitious individual with newspaper production experience. Our Metro daily, ME & S, in chart Zone 5 is looking for an Assistant Production Manager. If you have the background and the desire to move ahead with a top newspaper organization, we'd like to hear from you. Send your resumé in confidence to Box 1233, Editor & Publisher.

HELP WANTED

Promotion

PROMOTION MANAGER

We are looking for someone to join our Chicago firm with the intention of making it his life's work. The position requires the widest possible knowledge of the newspaper industry with emphasis on sales and circulation promotion.

The man we need must be willing to work with newspaper executives and our twenty-five salesmen to expedite all promotion activity. He should be interested in marketing, directing layout artists and working with printers to create complete newspaper sales campaigns, both in-paper and carrier.

The salary for this responsible individual depends upon his background and capability. In addition to moving expenses and salary advancement, excellent benefits include; pension program, life insurance, three week's vacation, new offices, etc.

Please send resumé including family status, age, present and expected salary and job history. Box 1225, Editor & Publisher.

Public Relations

PUBLIC RELATIONS MANAGER

to assist in planning and management of effective information programs.

Knowledge of modern public relations techniques, graphics, and communications research essential. Experience in newspaper editorial or public relations department required.

Must be a skillful writer.

Position in New York City with leading trade association. Excellent opportunity to advance for man with executive potential.

Submit resumé and sample of work to Box 1261, Editor & Publisher.

EASTERN AIRCRAFT manufacturer has immediate opening on public relations staff for creative young man with at least two years' experience in writing and editing + demonstrated photographic ability. Must have a degree in journalism or public relations and a yen to fly. If you like small-town living and excellent working conditions, send complete resumé and work samples (which will be returned) to Box 1275, Editor & Publisher.

SPORTS INFORMATION Director to cover full inter-collegiate program at private college in upstate New York. Applicant must have college degree—writing and editing experience—and enthusiasm for sports. Box 1289, Editor & Publisher.

Salesmen

LETTERFLEX PRINTING PLATE SYSTEMS

MARKETING SERVICE

An opportunity to get started with a real innovative product for the newspaper indusry.

Requirements

- College degree
- 5-10 years' experience
- Graphic arts background
- Some travel

If interested write to:

LETTERFLEX Systems
W. R. Grace & Co.
Clarksville, Md. 21029

Personnel Available

IN ALL NEWSPAPER DEPARTMENTS AND ALLIED CRAFTS

Administrative

PUBLISHER-GENERAL MANAGER. Two-fisted, hard-hitting, newspaperman! Not young, not old. Can do the job whatever the odds. Not cheap! Available due to sale October 1st. Box 1156, Editor & Publisher.

PUBLISHER, editor, advertising and public relations agency executive, 44, personable, experienced, responsible, western-oriented, seeks publisher's position with weekly or small daily in Chart Areas 8 or 9. Box 1191, Editor & Publisher.

GENERAL MANAGER—Weekly group of small daily. Strong on sales management, editorial direction, community development. Now directing award-winning offset group in Southeast. Understand shop. Prefer growth area. Reply to Box 1279, Editor & Publisher.

GENERAL MANAGER can double as advertising, production or circulation manager. Available Aug. 1. P.O. Box 635, Brooksville, Fla.—33512, (904) 796-4729.

MATURE, SEASONED YOUNG MAN, early 30's, currently in top management. Experienced all phases weekly and daily including advertising, circulation, editorial and promotion; desires top position newspaper, group or allied industry, preferably Zone 4 or 6, but consider all. Top administrator and manager; have developed and led sales staff; lovely family; community and civic-minded. Top references in profession, including current. I can bring excitement, class and profit unequalled. Availability possible in two weeks. All correspondence handled in confidential manner. Box 1269, Editor & Publisher.

EXECUTIVE AVAILABLE
Currently President and Publisher of weekly shopper with 25,000 circulation. Interested in similar position in Pa., Ohio or near-by areas. Can develop and expand new publications. Will be available after Aug. 20. Will consider Equity in lieu of high salary. Write Box 1277, Editor & Publisher.

Circulation

PROVEN CIRCULATOR on metro, small daily and weekly seeks CM on 10,000-25,000 daily; second spot or department head on larger daily considered. Under 40, family man; top references; college degree; 15 years' experience. Call (AC 813) 676-2175 or write Box 1224, Editor & Publisher.

15 YEARS' very competitive experience, over 3 as CM. Seeking No. 1 or No. 2 position with future. Not a job hopper. I am a 32-year-old family man seeking a permanent position. Excellent references. Presently employed. Box 1249, Editor & Publisher.

CIRCULATION MANAGER, 39, family man with 22 years' experience. Cost-conscious, with proven record of circulation building; strong on promotion with knowledge of all phases of circulation. Desires to relocate. Top references. Box 1278, Editor & Publisher.

21 YEARS' EXPERIENCE on a.m. and p.m. as district manager, supervisor, assistant C.M., and C.M. all phases. Excellent record of increases; good promoter and organizer; budget-minded; 100% collections. No clock watcher. Relocate anywhere. Box 1272, Editor & Publisher.

Display Advertising

CREATIVE ADMAN, 56, widely experienced. Write Box 1158, Editor & Publisher.

Display Advertising

ASSISTANT AD DIRECTOR with top record in sales and promotion seeks position. Prefer Area 9. Robert R. Carey, 2821 Rhonda Way, Sacramento, California—95821.

10 YEARS' OF PROVEN ABILITY 30-year-old college graduate seeks management opportunity on promotional-minded daily. Employed, responsible, mature family man. Prefer Areas 3, 4 or 6. Resumé upon request. Box 1239, Editor & Publisher.

SOUTHERN ARIZONA relocation on weekly or daily desired. 25 years' experience as display adman includes classified sales and 'phoneroom management. Box 1267, Editor & Publisher.

Editorial

GENERAL ASSIGNMENT REPORTER 39, resourceful, capable, competent, fast worker; desk experience. Box 1146, Editor & Publisher.

CHALLENGE SOUGHT—Award-winning, circulation building editor seeks publisher who respects quality, ability, integrity and sobriety. Experienced all departments, including editorial page. Top references. Box 1215, Editor & Publisher.

TOP REPORTER, 36, Master's degree, seeks position newspaper or periodical, Zone 3 or 4. Box 1187, Editor & Publisher.

J-GRAD, KAPPA TAU ALPHA, looking for position in or around N.Y.C. Box 1218, Editor & Publisher.

VETERAN EDITORIAL-PAGE Editor seeks executive editorship on California daily needing creative editor to rejuvenate staff and build new community respect. Box 1214, Editor & Publisher.

EDITOR, medium-size metro daily, seeks to relocate in Zone 1, 2. Youth, experience, ability, hard work. State particulars. Box 1216, Editor & Publisher.

REPORTER, experienced in City Hall and politics, seeks job on Northeast metro. Box 1186, Editor & Publisher.

WOMEN'S EDITOR wants West Coast. Now directing large award-winning staff. Top experience in layout, picture editing (including color), story ideas, copy editing, departmental administration and feature writing. Best references. Box 1241, Editor & Publisher.

NEWSWOMAN, 7 years' experience in features, hard news, wants to leave major news agency for feature writing, editorial, or pr. Box 1246, Editor & Publisher.

SPORTS EDITOR—now No. 2 man large combination—seeks medium daily post. Considered one of top layout talents in business. Provocative columnist, strong leader. College, vet, married, 34. Need $10,000 year. Box 1248, Editor & Publisher.

SPORTS WRITER AVAILABLE—a.m. and p.m. experience; know layout and office work; covered schoolboy and pro events; specialists: tennis, basketball, baseball. Prefer Northeast daily. Age 24, veteran. Box 1226, Editor & Publisher.

EDITOR-WRITER, OR EDITOR; 26 years' newspaper experience, 18 as editorial writer. Forceful, in-depth writer across broad spectrum: government, politics, urban problems, education, national affairs. Holds community, state civil awards; university degree in journalism. Married; two children; age 47. Summary, top references available. Salary negotiable. Box 1253, Editor & Publisher.

CITY DESK-EDITORIAL WRITING veteran seeks challenging position in over 100,000 class; M.A., age 41. Box 1231, Editor & Publisher.

Editorial

TWO EXPERIENCED
WRITERS-EDITORS
Man, 6 years' medium daily—managing editor, city editor, sports editor. Wife, 4 years' medium daily—Sunday magazine editor, society editor, news writer. Both college grads, under 30; presently editorial staffs national magazines one year. Wish to relocate in East, Southeast. Box 1251, Editor & Publisher.

TOP-NOTCH NEWS EXECUTIVE—Pulitzer nominee, make-up prize-winner—returns from news trip abroad July 21. Now living Southern California. Box 1247, Editor & Publisher.

WELL-ROUNDED NEWSMAN, 47. All phases, heavy writing, Sunday supplements editor, rewrite, city editor, copyrim, slot; city editor metropolitan dailies. Business world foundation. Seeks greater challenge. Box 1276, Editor & Publisher.

TUKTOYAKTUK TO TEPATITLAN—have covered the important, mundane, and trivial—copy boy to news editor; wire services, newspapers, magazines. 20 years' experience. P.O. Box 1961, Meridian, Miss.—39301.

NEED A BUSINESS—
FINANCIAL EDITOR?
This man has authored financial books, run a news service for business magazines, published investment newsletter. Mature. Has wide financial and writing background. Resumé on request. Box 1286, Editor & Publisher.

MOTION PICTURE and theatrical reviewer and entertainment feature writer with 10 years' newspaper experience. Box 1274, Editor & Publisher.

OFFSET WEEKLY EDITOR, imaginative, experienced, 40—strong on humor and in-depth pieces—seeks challenging job near N.Y.C. Experienced makeup, wire copy, heads, features, hard news. Reporter, then bureau chief for daily; also Special Assistant to Congressman in Washington. School de-segregration series won first place in competition with more than 50 other papers, daily and weekly. Prefer to locate N.Y., N. J., or Conn. Will also consider editorship of suburban daily. Minimum salary: $10,500. Available immediately. Box 1283, Editor & Publisher.

J-GRAD, 1-year experience, seeks part-time, night shift work in San Francisco Bay area. Attending grad school after Army release. Box 1281, Editor & Publisher.

Free—Lance

FEATURES, interviews, travel and trade publication articles with photos and/or illustrations. ROBERT A. KOLBE, 18 Pleasant St., Rockport, Mass.—01966. (617) 546-6997.

WANTED: Newspaper-magazine assignments in Iran. Will be teaching for two years in Shiraz, Iran. Presently with weekly. Competent photographer (35mm). James Kerr, 1236 Yorkshire Rd., Grosse Pointe, Mich.—48230. Ph: (313) 886-0147.

CARTOONISTS, SYNDICATES, end gag sag with wit to fit your strips, panels. Professional writes sharp, timely humor for today's aware funnies fan. Will write direct slant per your needs to help build feature's fan-following. Send clips. Box 1273, Editor & Publisher.

Operators—Machinists

ANY SOUTHERN NEW ENGLAND day job with Saturday and Sunday off: hot-metal Lino Operator-Floor Man, Monitor. Cold metal, paste-up, perforator for Compugraphic on either straight matter or ads-printer. Newspaper or book work. Box 945, Editor & Publisher.

Operators—Machinists

PHOTON 200 OPERATOR, and maintenance; 7 years' experience. ITU. Premium pay. Box 936, Editor & Publisher.

Photography

PRO WRITER-PHOTOGRAPHER, 25 years' world-wide news-photo-feature experience. Own lab. Will travel. Ralph Jones, 2007 E. Broadway, Sedalia, Mo. —65301.

PHOTO JOURNALIST with 16 years' industrial publications experience available now! Creative writer, excellent photographer, national awards-winner in industrial editing. Box 1121, Editor & Publisher.

Presmen—Stereotypers

L.P. PRESSROOM SUPERVISOR, 46 —16 years' supervising 5-unit Hoe newspaper press, 16 cylinder Hoe Pancoast Color press—both 1923 vintage—seeks similar position. No preference as to location. Box 741, Editor & Publisher.

STEREOTYPER, in 30's, with same company more than a decade, seeks Midwest job at minimum $3.25 an hour. Box 475, Editor & Publisher.

PRESSROOM FOREMAN for past 10 years seeks foreman's position on evening daily of 50 to 100,000 circulation. Experienced on Goss and Colormatic. Box 906, Editor & Publisher.

ROTARY PRESS FOREMAN, presently employed, seeks similar position with a progressive organization, newspaper preferred. No zone preference. Box 1097, Editor & Publisher.

PRESSMAN - STEROTYPER needs work. Write: Dean Haas, 154 Buchanan St., Twin Falls, Idaho—83301.

THE CLOSING of a printing operation in Chart Area 4 has made immediately available a number of journeymen and apprentice pressmen skilled and experienced in both letterpress and offset. Detailed information about each available worker supplied upon request. Write Box 1174, Editor & Publisher.

Printers

Superintendent
COMPOSING ROOM
Computers, cold-type, hot-type, offset; some press and stereo. Cost-Conscious. Resumé. Available immediately! Box 1021, Editor & Publisher.

OFFSET PRINTER, or cameraman, wants to relocate in Western Area 7 or Northeastern Area 9. Have some R.O.P. color experience. Prefer small a.m. daily or second cameraman in commercial plant. Eligible for union. Non-drinker. Box 987, Editor & Publisher.

THE CLOSING of a printing operation in Chart Area 4 has made immediately available a number of printing craftsmen skilled in all aspects of hot-metal, cold-type, engraving, camera work, color separation, art and paste-up. Detailed information about each available worker supplied upon request. Write Box 1203, Editor & Publisher.

Public Relations

COLLEGE PR POST SOUGHT by Californian. 11 years' reporter-photographer, 3 years' college PR; some teaching. M.S. in Journalism, teaching credential. Box 1244, Editor & Publisher.

Shop Talk at Thirty

By Robert U. Brown

'One small step'

After hours and hours, that seemed like minutes but ran into days, of watching television pictures of the astronauts' exploits on the moon, re-runs of the same the following day, more hours of reading and re-reading newspaper accounts about what we had just seen, one thing stands out more vividly in our memory than anything else.

It is Neil Armstrong's comment—"That's one small step for man, one giant leap for mankind" — as he planted the first human footprint on the surface of the moon.

Having just returned from a meeting of the International Federation of Newspaper Publishers in Istanbul attended by 125 delegates of the free press of 17 nations, Commander Armstrong's words caused us to reflect on the contrast between the freedoms enjoyed in those countries and the gradual disappearance of freedom in so many nations of our own hemisphere.

Christopher Columbus took that "small step" or a "giant leap" for mankind, depending upon your perspective, but there appears to have been little forward progress since then in many areas.

* * *

The spirit of freedom is as rampant in the Americas as it was in the days of Bolivar and San Martin but the spirit of repression is just as strong. In country after country where their legally-adopted constitutions guarantee freedom to the people as well as their right to a free press, those rights have been suspended, cancelled or forgotten by strong-armed rulers with the support of military chiefs.

In some countries the invention of modern psychological torture devices has been equal to the creation of the rack and the water torture. In Brazil, for instance, the suspension of one's constitutional rights by executive order automatically makes a person a walking zombie denied all job opportunities who is worse off than if he had been incarcerated in the deepest dungeon.

Press freedom is a sometimething. In Brazil, Paraguay, Peru, Panama, and others it exists only by permission of the chief executives who can suspend it at their whim. The threat of censorship is not always that of the man with a blue pencil sitting in the editor's office. It is the threat of reprisals for publishing something that will displease officials who haven't really defined what it is that will please or displease them.

* * *

In Turkey, the Prime Minister said "it is laid down in the Turkish Constitution that the government not only will refrain from creating restrictions to the freedom of the press, but will also assist it to achieve its proper function which is so valuable in a democratic regime.

"We consider the freedom of the press as the guarantee of all other freedoms.

"We consider these legal guarantees embodied in the Constitution for the freedom of the press extremely important for the smooth working of the democratic institutions in a regime based on popular will and for the free expression of facts as well as for the development of public opinion into a medium of corrective check on the administration in an atmosphere of free flow of information and criticism.

"In this context, freedom of the press does not mean only the freedom of the journalists themselves; it embodies a higher value as freedom of all the citizens."

What a giant step it would be if some government leader in Latin America were to make such a statement and adhere to it.

•

Calif. Senate votes ban on bogus type

SACRAMENTO, Calif.

California's Senate has voted to outlaw union contracts which permit the setting of bogus type. The bill was sent to the State Assembly by a vote of 22-15.

Senator William E. Coombs said the requirement is strictly a make-work process that results in economic waste. Senator Alan Short opposed the measure on the grounds it legislated a labor contract. Senator George Moscone noted a 1947 Supreme Court decision which declared bogus type requirements in the ITU contracts was not an unfair labor practice.

13 will attend Latin American seminar at API

Thirteen representatives of daily newspapers in seven countries will attend a 30-day Seminar for Latin American Newspaper Executives beginning August 3 at the American Press Institute, Columbia University, New York City.

The purpose is to provide a mutually helpful exchange of professional information among newspaper leaders of Latin America and the United States, and to contribute to greater knowledge and understanding of the countries and peoples.

Members of the Seminar are:

Oscar Alarcon V., *El Heraldo*, Mexico.

Jose Luis Alvarez del Castillo, *El Informador*, Guadalajara, Mexico.

Luis Alberto Cano, *El Espectodor*, Bogota, Colombia.

Hernan Cubillos, *El Mercurio*, Santiago, Chile.

Guido Fernandez, *La Nacion*, San Jose, Costa Rica.

Oliveiros S. Ferreira, *O Estado de Sao Paulo*, Sao Paulo, Brazil.

C. P. Andres Garcia Lavin, *Novedades de Yucatain*, Merida, Yucatan, Mexico.

Hector Gonzalez, *El Rancaguino*, Rancagua, Chile.

Rafael Maira Lamas, *El Sur* and *Cronica*, Concepcion, Chile.

Bartolome L. Mitre, *La Nacion*, Buenos Aires, Argentina.

Carlos Perez Perasso, *El Universo*, Guayaquil, Ecuador.

Lywal Salles, *Journal Do Brasil*, Rio de Janeiro, Brazil.

Enrique Santos, *El Tiempo*, Bogota, Colombia.

The group will hold discussions at Columbia from August 4 through 15. North American newspaper executives and experts from related fields will appear as guest speakers. Attendance is limited to the Seminar members and discussion leaders.

The Latin American newspaper executives will go to Washington, for a three-day program August 18-20 that will include meetings with government officials, newspaper correspondents and editors.

Following this the Seminar members will travel singly or in pairs to visit newspapers in other parts of the United States under arrangements made by API. They will spend three or four days intensively studying the operations of each of two newspapers, usually one in a large city and another in a small city.

Thomson group names editorial consultant

TORONTO

Colin J. McConechy, 45, has been appointed general editorial consultant to Thomson Newspapers in Canada and manager of Thomson News Services.

McConechy has been editor of *Oshawa Times*. Announcement of his new appointment was made by St. Clair McCabe, executive vicepresident and managing director of Thomson Newspapers Ltd.

McConechy has been associated with Thomson Newspapers for 20 years, previously being editor of *Prince Albert Herald* and executive editor of *Moose Jaw Times-Herald*.

Thomson News Services includes the work of correspondents in Ottawa and Toronto and expansion in Canada is planned.

•

Sports supplement in Thursday paper

The *Cleveland Press* has started a weekly sports supplement, called *Sportime*.

The magazine section is published every Thursday and is in addition to the coverage of sports in the regular sports section. Stories are planned to appeal to both the spectator and participant.

Among The Washington Star's Awards For 1969:

The Washington-Baltimore Newspaper Guild FRONT PAGE AWARD for local news reporting won by Star Staff Writers RON SARRO and PAUL DELANEY for their coverage of the D.C. Government

The Washington Star

...for people who decide for themselves.

With Star Autoperf production, we don't need a computer,

says Roger Hospers, Mechanical Superintendent

IOWA CITY PRESS-CITIZEN

A SPEIDEL NEWSPAPER

319 East Washington Street
Iowa City, Iowa 52240
Phone (319) 337-3181

May 27, 1969

Mr. Alfred Archer, Marketing Manager
Star Parts Company
2 South Main Street
South Hackensack, New Jersey

Dear Al:

As we are half way through our fourth year with Star Parts AutoPerfs, it is time to tell you what we think of them.

We are extremely happy with our three Star AutoPerfs. We set all straight matter (both single and double column), all legals, all agate, sports and all line ads for classified.

To us there is no comparison with the Star to any other perforators. They are semi-automatic and so much easier to use that our operators have practically no fatigue.

As far as maintenance goes, a very few spots are oiled or greased every two or three months and that is all.

Just yesterday, one of our operators put in an 8-inch roll of tape at the beginning of the shift and in slightly less than five hours needed more tape. The last spot check I made showed 19 inches of single column 9 on 9-1/2, and 21 inches of agate in less than 45 minutes. With production like this from our new Perforators, why buy a computer?

Sincerely yours,

Roger H. Hospers

ROGER H. HOSPERS

STAR PARTS Co.

SOUTH HACKENSACK, NEW JERSEY

A Datascan COMPANY

CHICAGO • DENVER • LOS ANGELES • MONTREAL

Write for 6-page folder with full AutoPerf information

Printed in U.S.A.

Trucks, Highways and Safety

This is one of 25 "Statements of Principles and Policies" adopted by Scripps-Howard Editors and Editorial Executives at a conference late in 1968.

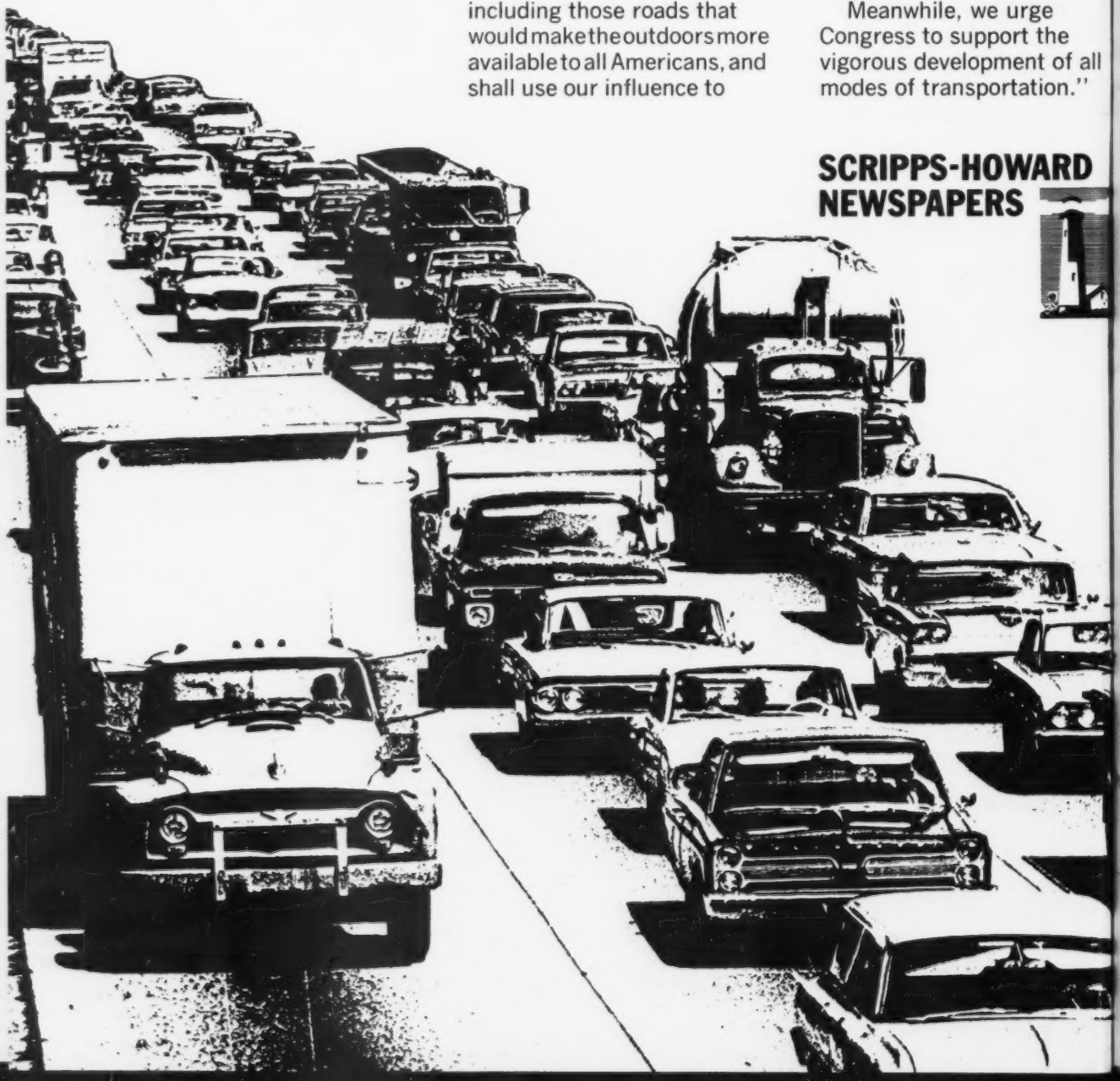
"We shall continue to oppose legislation that would permit even bigger and heavier trucks to use our highways. We believe these monsters would destroy our roads, snarl our traffic, and endanger our lives.

We support the construction of additional highways with state and Federal monies, including those roads that would make the outdoors more available to all Americans, and shall use our influence to accelerate the beautification program and to resist the spread of junkyard and billboard blight.

And we strongly urge in every state and local community a firm enforcement of traffic regulations as a deterrent to the terrible slaughter on our roads and streets.

Meanwhile, we urge Congress to support the vigorous development of all modes of transportation."

SCRIPPS-HOWARD NEWSPAPERS



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